



Festival

81

adbury



Vintage

19

Jack Br



Volunteers

The Vintage Festival celebration could not be the success that it is without the aid and assistance of the numerous volunteers who donate time, energy and money to the fund-raisers and the festival itself.

This list may have several omissions. Any oversights are regretted by the Valley of the Moon Vintage Festival Association Board of Directors.

Judy Garner, Gary, Beth and LaNaie Cramer, Wally Ehlers, Tina Riboni, Kathlene Riboni, Claudia's Florist Shop, Henry Riboni, John Milhouse, Pixie Boies, Lucky Kelly, Juliette Scott, Paul Anderson, Preston Booker, Darrell Ross, Chuck Cook, Carol Sharp, Herbie Watson, Dennise Wright, Lyle Goin, Arthur Soltis, Larry Estep, Jack and Sandy Turner (Wayfarer's Inn), Marvin and Barbara Burlington, Al and Oneita Alberda, Robert Carver, Blythe Carver, Allen Simmons, Jane Reynolds, Wallace Sides, Valley of the Moon Riding Club — Julie Lewis, Maryann Daly, John Holden, El Rosendahl, Gilmore Britt, Pat Goin, Claudia Morris, David Small, Buena Vista Winery, Emil Ricci, Sue Stanley, Lili Guerra, Sally Lehmer, Cathy Price, Harry Vander-Schalie.

Parade judges

Judges for the 1981 Vintage Festival parade, scheduled for Sunday at 2 p.m., include Jerry Anderson, Mark Buckley, Bud Hansen, Marilyn Hendrickson, Ray Morris, Bruce Parkin, Phil Tyler, Bill Watson and Mr. and Mrs. Harv Holly. Assistants include Chuck Cook, Carol Sharp, Herbie Watson, Dennise Wright and Lyle Goin.

Three out-of-town guests will serve as judges for the Children's Parade, which will be held Saturday at 10 a.m. Assistants for that parade include Allen Simmons, Jane Reynolds, Wallace Sides, Al Alberda and Valley of the Moon Riding Club volunteers Julie Lewis, Maryann Daly, John Holden, El Rosendahl and Gilmore Britt.

Darrell Ross will serve as commentator at both parades.

Festival booths

Sonoma Valley non-profit organizations and clubs contribute to the Vintage Festival each year by manning and supplying food, game and entertainment booths, which are maintained in the plaza.

Groups sponsoring booths this year include Sonoma High School Drama Club, fruit kabobs; Historical Society, coke, ice cream, iced tea; Sons of Italy Lodge No. 1959, spaghetti, French bread; Adobe Grange No. 796, tacos, corn on the cob, coffee; Sonoma High School Boosters' Club, hot dogs, French fries, crab and shrimp cocktails, iced tea; St. Francis Parents' Club (Women), popcorn, sno cones, cotton candy; St. Francis Parents' Club (Men), hamburgers; Sonoma Catholic Youth Group, homemade ice cream; Sassarini & Flowery Parents' Clubs, milk, juices, watermelon; Church of Jesus Christ LDS (Saturday) and Sonoma Valley Lioness Club (Sunday), apple pie, ice cream, cheese; Sonoma Valley Parents Organized for Child Care, homemade bread and jams; Catholic Community Services Association, wine, cheese, bread, glasses; Sonoma Hospice, cupcakes; Sonoma County Trail Committee, doughnuts, trail mix; Sonoma Vintage Theater, falofil sandwiches; Sonoma Valley Lions' Club, pepsi, soft drinks, candied apples; Canine Companions for Independence, soft drinks; Community Center, polish sausage sandwiches with onions and green peppers; VOM Lions' Club, ball throws; Boy Scout Troop No. 10, salami throw; Sonoma Sea Dragons, dunking booth; Sonoma Ballet Conservatory Guild, puppet games, nutcracker dolls; Women of the Moose, children's games (three booths); Sonoma Valley Art Center, arts and crafts; Shining Examples Stained Glass Works, stained glass art; Sonoma Catholic Youth Group, clown face painting; Sonoma Soroptimist Club, main information booth; Manual Skills Training Center, handiwork, aprons, etc.

At Community Center

276 E. Napa St.

Both Saturday and Sunday

Flower Show Garden Display Country Kitchen
(Auspices of the Valley of the Moon Garden Club)

Display of Gems and Rocks
(Valley of the Moon Gem and Mineral Club)

Arts and Crafts Displays

All activities at the Center will be from
10 a.m. to 5 p.m.

Information center

Located in the center of Sonoma Plaza at the head of Broadway.
(Staffed by members of the Soroptimist Club)

The hometown parade

One of the Vintage Festival highlights is the old-fashioned Hometown Parade, which will take place around three sides of the Plaza on Sunday, beginning at 2 p.m. Just find a spot anywhere on the east, west and south side of the Plaza and you'll have a front row seat along the line of march. Prizes will be awarded in a variety of categories. Parade grand marshalls this year are the owners of Sonoma Valley wineries.

Window displays

A free map of businesses participating in the annual Vintage Festival window display contest is available in the plaza at the Information Booth during the two-day festival.

For the first time this year, a perpetual plaque will be awarded to the window judged number one overall. That plaque will be displayed by the winning merchant in his or her store for one year.

Categories of competition include Historical — a) individual or b) group or antique shop; Indian; Commercial, in which the participating business creates a window decor showing how that particular business would have looked 100 years ago. There is also a category for stores who wish to participate but who do not wish to be judged.

Judges for the Window Display competition are Mr. and Mrs. W. Watson and Carole Bradford, all of Santa Rosa.

Mule wagon rides

There will be a mule-drawn wagon ride around the Plaza both days. The ride will pick up its passengers at the northeast corner of the Plaza for a ride around the square. The wagon will operate from 11 a.m. to 5 p.m. on Saturday and from 11 a.m. to 2 p.m. on Sunday. Tickets are 75 cents per person.

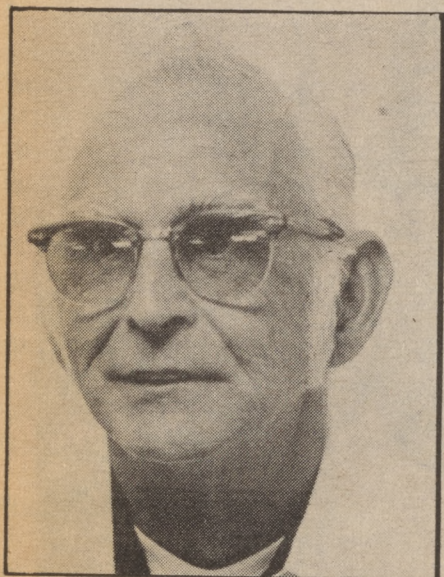
Festival's honored guests

Invited to be honored guests at the Vintage Festival's Blessing of the Grapes on Saturday are U.S. Senators Alan Cranston and S. I. Hayakawa, Governor Jerry Brown, Congressman Don Clausen, State Senator James Nielsen, Assemblyman Don Sebastiani, Sonoma County First District Supervisor Robert Adams, Mayor of Sonoma Jerold Tuller, and Sonoma's seven honorary alcaldes — Henri Maysonnave, August Pinelli, Jerry Casson, Robert M. Lynch, Dan Ruggles and the two current alcaldes, Dr. Paul and Mrs. Adele Harrison.

Officers

1981

VALLEY OF THE MOON VINTAGE FESTIVAL ASSOCIATION, INC. Sonoma, Calif.



EVAN ROSS
President



TOM MICHELIS
First Vice-President



FRANK GARNER
Second Vice-President



ANNA SUE SCHLOBOHM
Recording Secretary

President's message

Welcome to the 1981 Vintage Festival.

It is a pleasure for me to welcome you to the 1981 Sonoma Vintage Festival. The Festival has always been one of the best in the state and this year shall be no exception. The citizens of Sonoma can be justifiably proud of the fine festival and the enjoyment it brings to residents and visitors alike.

Each Festival is an exciting undertaking for directors of the Valley of the Moon Vintage Festival, with results seen each September.

This year, once again, the festival offers you two days of relaxed country fun as well as a chance to meet and mingle with new and old friends.

We take pride in hosting the festival which is acknowledged to be the best look at historical events and rural life which is so vital to the formation of our state and which continues to be the base for California livelihood.

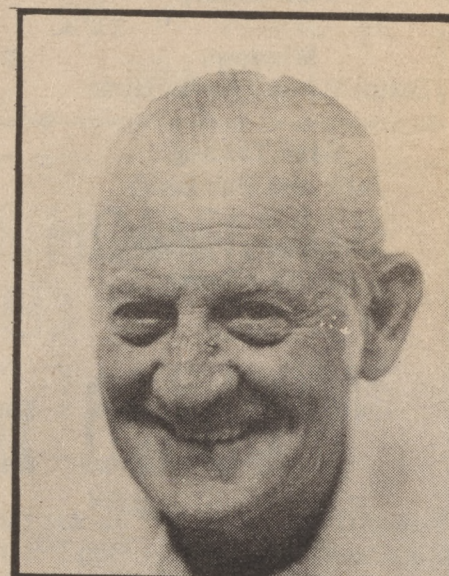
It is the collective efforts of all of us in Sonoma which produce this festival which we all await with eager anticipation.

Thank you all for your help and we extend to you our wishes for a wonderful time.

Sincerely,
Evan Ross, President
Valley of the
Moon Vintage Festival, 1981



MARY BALLIETT
Recording Secretary



ROBERT PETERSEN
Treasurer



JACKIE LEHMER
Publicity



KAY AUSTIN
Parliamentarian

Past presidents

1947 - James F. Lytle
1948 - Dan Ruggles
1949 - August Pinelli
1950 - Carolyn Wolfe
1951 - Armand Franquelin*
1952 - Mrs. Orson Linn*
1953 - Howard Blank*
1954 - Charles E. Cochran*
1955 - Carolyn Wolfe
1956 - Harry Phinney*
1957 - E. L. Richardson*
1958 - Esther P. Gowans
1959 - Col. J. V. Thebaud*
1960 - Luis Vela
1961 - Hudson Auberlin
1962 - R. H. (Bob) Brown

1963 - Ray Sampson
1964 - George Powell
1965-66 - Robert Cannard
1967 - Henri Maysonnave
1978 - Dr. Allan Querin
1969 - Jack Adams
1970-71 - Col. Paul Walker
1972 - Merlyn Hunter
1973 - Dr. Ralph Kelly
1974 - Sue Stanley
1975 - Tony Schaffner
1976 - Elaine Sheffer
1977-78 - Dorene Musilli
1979 - Frank Cummings
1980 - Evan Ross
*Deceased



Children's parade

There is a revival this year of the Children's Parade. It will be the opening event on Saturday at 10 a.m. Many children in costumes, walking, on ponies and on floats will participate. Local Girl Scouts will be the parade guides. The parade, directed by Allen Simmons and led by Jean Vallejo, a descendent of General Mariano Vallejo, will begin at the Veterans' Memorial parking lot and travel up First st. east to Spain st. There, it will turn west down Spain st. to First st. west and back up to the Depot Park Museum, where all participants will receive ribbons and a cooling treat.

Events chairmen

Blessing of the Grapes
Bob Carver

Program
Jean K. T. Carter

Parade
Hunt Sharp

Costumes
Anna Sue Schlobohm

Grape Stomping
Frank Garner

Fashion Show
Valli Ehlers

Windows
Bonni Riboni, Karla Hyde

Wine Tasting
Jack and Bev Babb

Children's Parade
Oneita Alberta

Booths
Bob Petersen

Patrons
Jean Petersen, Jean K. T. Carter

Wedding
Blythe Carver, Kay Austin

Entertainment
Dan Ruggles

Rides
Paul Sheffer

Rummage Sale
Bonni Riboni, Kay Austin

Public Relations
Jackie Lehmer

Spanish Ball
Karla Hyde

Hospitality
Pat Goin, Claudia Morris

Board members

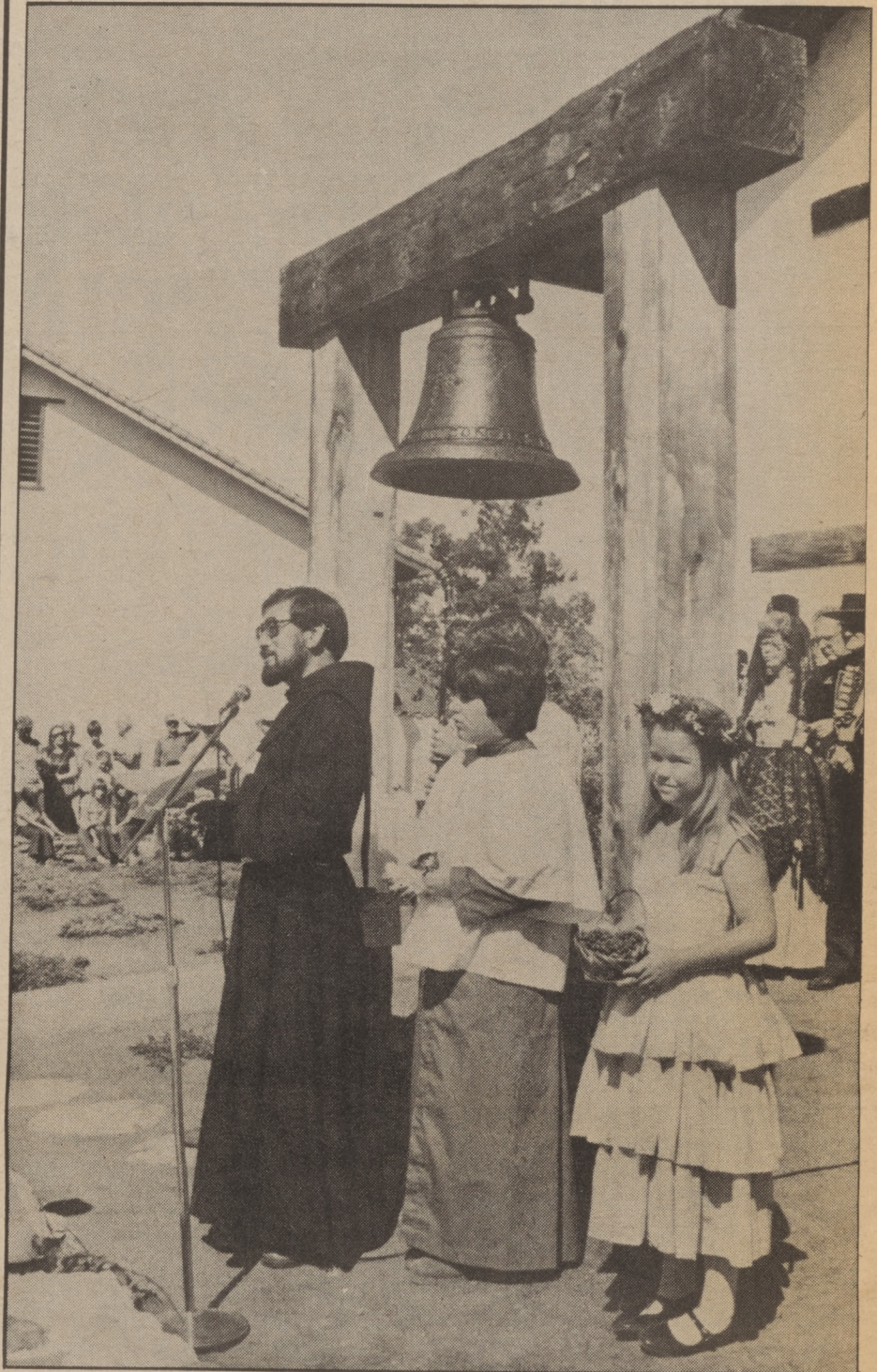
Pete Atkin
Kay Austin
Jack Babb
Beverly Babb
Mary L. Balliett
Valli Ehlers
Frank Garner
Karla Hyde

Jackie Lehmer
Bob Petersen
Jean Petersen
Cathy Price*
Bonni Riboni
Evan Ross
Dan Ruggles
Anna Sue Schlobohm

Paul Sheffer
Lillian Smith
Karen Wright
Dennis O'Neil
Tom Michelis
Jean K. T. Carter
Alternate:
Linda Vicente
Harry Vander-Schalie

* Youth Representative

Blessing of the grapes



The Blessing of the Grapes ceremony is the initial observance in the two-day program of Sonoma Valley's annual Vintage Festival. Father Jose, above, returns this year to conduct the solemn ceremony, Saturday at 11 a.m. in front of the Mission. The blessing signals the beginning of the harvest and the start of the two-day celebration.



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PIZZAS				
	SMALL	MEDIUM	LARGE	X-LARGE
1. Cheese	3.85	4.45	5.60	5.95
2. Linguica	4.70	5.35	6.65	7.15
3. Bell Pepper - Onion	4.70	5.35	6.65	7.15
4. Mushroom	4.70	5.35	6.65	7.15
5. Vegetable	4.70	5.35	6.65	7.15
6. Meatball	4.70	5.35	6.65	7.15
7. Olive	4.70	5.35	6.65	7.15
8. Pepperoni	4.70	5.35	6.65	7.15
9. Salami	4.70	5.35	6.65	7.15
*10. Mary's Combination	4.70	5.35	6.65	7.15
11. Sausage	4.70	5.35	6.65	7.15
12. Toto's Combination (Everything but fresh tomato)	5.60	6.10	7.40	7.90
13. Fresh Tomato	4.70	5.35	6.65	7.15
14. Anchovie	4.70	5.35	6.65	7.15
Each Additional Item	4.70	5.35	6.65	7.15
Double Crust Pizza (.75 extra)	1.00	1.00	1.25	1.25
*Salami, Pepperoni, Cooked Salami, Sausage, Mushroom (No Substitutions)				

SIDE ORDERS		
Homemade Chili, Bread and Butter	— \$2.45	
*Small Dinner Salad	— \$1.60	
*Large Mary's Special Salad, Bread and Butter	— \$3.15	
Soup: Homemade — small, \$1.00 / large, \$1.45		
Garlic Bread — order, \$.95 / 1/2 loaf, \$2.25 / loaf, \$3.00		
*Choice of Dressing: House Special Oil and Vinegar, Thousand Island, Bleu Cheese.		

DRINKS	
Coca-Cola, Sprite, Root Beer —	
small — .40 / large — .60 / pitcher — \$2.25	
Apple Cider — .75 / Cherry Cider — .75	
Coffee — .40 (refills .15) / Sanka — .40	
Hot Tea — .40 / Iced Tea — .45	
Milk — small — .45 / large — .65	
Callistoga Water — .75	
Domestic Beer — glass — .50 / can — .70 / pitcher — \$3.00	
Dark Beer — glass — .60 / pitcher — \$3.25	
Imported Beer — Heineken — bottle — \$1.40	
Dos Equis — 1.40	

DINNERS			
DINNERS SERVED WITH SOUP OR SALAD, BREAD & BUTTER AND COFFEE A LA CARTE ORDERS AND SIDE ORDERS SERVED WITH BREAD AND BUTTER (No Substitutions)			
	NO MEATBALL ON SIDE ORDER	DINNER	ALA CARTE
Spaghetti and Meatball	4.50	4.50	2.45
Spaghetti — Marinara (Meatless Sauce)	4.50	4.50	2.45
Spaghetti — Butter — Cheese	4.50	4.50	2.45
Spaghetti — Aollo Olio	4.50	4.50	2.45
Spaghetti with Clams — Red or White	5.85	5.85	2.45
1/2 Spaghetti and 1/2 Raviolis	4.95	4.95	2.45
Rigatoni and Meatball	4.75	4.75	2.45
(No Meatball with Side Order)	4.75	4.75	2.45
Raviolis	4.75	4.75	2.45
Cannelloni Ala Romano	4.75	4.75	2.45
Lasagne	4.75	4.75	2.45
Eggplant Parmigiana	5.10	5.10	2.45
*Gnocchi	5.10	5.10	2.45
*Tripe	5.25	5.25	2.45
*Pasta Al Pesto	4.25	4.25	2.45
*When Available	4.50	4.50	2.45

SANDWICHES	
OPEN FACE — SERVED ON FRENCH ROLL	
Hamburger with small salad — \$3.50	
(with cheese \$.35 extra)	
Hot Salami Sandwich with small salad — \$3.25	
(with cheese \$.35 extra)	
Hot Meatball Sandwich — \$1.95	
(with 2 meatballs — \$2.65)	
Cold Meatball Sandwich with small salad — \$2.85	
Sausage Sandwich with sauce — \$3.25	
Plain Sausage Sandwich with small salad — \$3.25	
(with bell pepper & onion — \$.50 extra)	
Mozzarella Cheese Sandwich with small salad — \$2.65	
Hotdog in a blanket — \$.95	

DESSERT	
Apple Cobbler	\$1.00
Ala Mode	\$1.50
Cheese Cake	.95
Carrot Cake	.95

Old photographs

The Sonoma League for Historic Preservation will have a unique display of old photographs depicting various winery buildings in Sonoma Valley. The photographs will trace the development of valley wineries and their expansion programs.

The exhibit will be at the Vasquez House in El Paseo courtyard, off First st. east on the Plaza. The Vasquez House serves as headquarters for the league.

The Vasquez House is open to the public Wednesdays through Sundays from 1 to 5 p.m.

Champagne import figures

U.S. imports of champagne from France in 1980 fell about 10 percent from the record year of 1979 but still amounted to 7,095,480 bottles out of a total 1980 French exports of 55 million bottles. The American total was equal to the second highest record year, 1978, when 7.1 million bottles came in.

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Haraszthy-Vallejo wedding



One of the most appealing aspects of the Vintage Festival is the re-enactment of the Vallejo-Haraszthy wedding, a ceremony which united two daughters of General Mariano Vallejo with two sons of Count Agoston Haraszthy. Members of the Valley of the Moon Vintage Festival board of directors play the roles of the wedding guests and dignitaries, which is produced both Saturday and Sunday, 1 p.m. at the Mission.

Italians top wine importers

A 26 percent increase in 1980 U.S. wine sales over 1979 was scored by Italy, the only major foreign supplier to register a gain over its shipment to the U.S. in 1979. Italy held 61.7 percent of the 1980 import market, far outstripping France at 12.9 percent and Germany at 13.3 percent.

Visitors to the valley are always welcome visitors to

HANNA BOYS CENTER

1700 Arnold Drive at Agua Caliente Road



Al Brett / Late winemaker's impressive 30-year career in Sonoma Valley

"He was a gentleman of the old school, very well respected. Yet his very piercing, twinkly blue eyes gave you reason to think he had a substantial sense of humor."

This tribute to the late Al Brett from Doug Davis, vice president in charge of production at the Sebastiani Winery, eloquently sums up the human side of the man.

Brett's impressive 30-year career as a winemaker in Sonoma Valley speaks for itself, especially the contributions he made at the Buena Vista and Sebastiani wineries.

BORN IN CALISTOGA, Brett died here last July at the age of 68. He began his career in the wine industry at the Napa Wine Co. in 1936. Later he worked for the Stag's Leap Winery, also in the Napa area.

As his son and only child, Edward Brett, recalls, his father came to Sonoma Valley around 1950 and went to work for the Cerutti winery on Fifth st. west,



AL BRETT

where Safeway is located.

Cerutti's later became the champagne cellars of Hanns Kornell. He had to resettle in the Napa Valley when Safeway bought the property.

Brett was able, this was the early '50's, to move over to the Buena Vista winery, the Agoston Haraszthy winery (1857) which

Frank Bartholomew had reactivated. Bartholomew is a former chief of United Press International.

Bartholomew and his partner, Andre Tchelistcheff, hired Brett, who stayed at Buena Vista until 1973, even though Bartholomew sold it to a Los Angeles corporation in 1968. It is now owned by a

German corporation.

Bartholomew and his partner had already let two winemakers go when they hired Brett. He was the man they were looking for. Brett was there during the years when Buena Vista emerged into international prominence as a producer of fine wines.

please turn to page 8



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El Dorado

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NORTHWEST CORNER OF SONOMA PLAZA

AN ADOBE WITH A HISTORY, El Dorado is among the first adobe buildings erected in Sonoma by Don Salvado Vallejo. He was a brother of General Mariano G. Vallejo, founder of Sonoma in 1835. The adobe building on the west side of the Sonoma Plaza, which includes El Dorado, was a favorite hotel in the forties. Pierce & Randolph were the best known proprietors after the Bear Flag raising and American occupancy. The Salvador Vallejo adobe was also an early school, and theatrical performances were held upstairs with an entrance on Spain street.

OPEN FROM 8:30 A.M.

- * BREAKFAST
- * FIZZ BRUNCH Till 2 p.m.
- * LUNCHEON Till 3 p.m. Daily
- * DINNERS Continuously till 10 p.m.

Al Brett

continued from page 7

FRANK BARTHOLOMEW told the Index-Tribune: "Al was very conscientious and a nice guy all

the way through.

"He was a hard worker and cheerful. I always liked him and depended on him. Al was a decent guy."

Brett's wife, LaVerle, died last year. When he died earlier this year, therefore, he left his only

child, a son, Edward Brett; a sister, Victoria Brett; his brothers, Arlie Brett, Sonoma and Harold Brett, Piedmont; and three grandchildren.

Arlie Brett is employed at the Hacienda Winery, founded by Bartholomew after he sold Buena Vista. He has been with Bartholomew 26 years.

In recalling his father's life, Edward Brett told the I-T that Al Brett had also been involved over the years in farming and ranching ventures in Sonoma and Napa counties.

At the Sebastiani winery, from which he retired last year, Brett was in charge of bottling and warehousing.

THE PRESIDENT of the winery, Sam Sebastiani, said the appointment of Brett was in line with a policy of the winery to use

"retired types" and that Brett was picked because of the depth of his knowledge of the industry.

He did his work exceedingly well and Sebastiani said, "We felt he was part of the family."

The assessment of Brett by Doug Davis is of value because the two worked closely together at Sebastiani's.

"He liked people, he loved to be around them," said Davis.

"For those who had the pleasure of working with Al," he went on, "there was one experience they would all remember—he very seldom had anything bad to say about anyone. If he couldn't say something good about someone, he wouldn't say anything at all."

"He knew his way around the wine and knew his way around the wine markets . . . he was not a stranger to any part of it."

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Those determined Italian vintners

Before the year 1890, it was only a rare winery in Sonoma county or valley which bore the name of someone from Italy. For example, an 1884 directory of grape growers and wine makers lists only six discernible Italian names in all the county.

Ten years later, this began to change dramatically. An old study of phylloxera (infestation of

lice that destroy grape vines) damage vineyard by vineyard in the county, provides 40 Italian surnames. The Simi Winery at Healdsburg and Italian Swiss Colony at Asti, are among the few Italian wine makers.

Italian immigrants began coming to the United States in large numbers during the 1890s. Over

Please turn to page 9

Buena Vista Winery & Vineyards

Our second century of bringing in the grapes.



Grape harvest at Buena Vista, 1871. On the right, above the horse's head, can be seen the two winery buildings, presently state historical landmarks and open to the public 10-5 daily. In the center is Agoston Haraszthy's famed mansion, of which nothing now remains. This photograph is one of a series of 36 taken in 1871 by Eadweard Muybridge describing wine-making at Buena Vista. Many of these photos can be seen on the self-guided tour of California's oldest winery at 18000 Old Winery Road (tel. 938-1266). Wine-tasting, retail sales, and large picnic area available.

Over a barrel / How wood woes the wine

EDITOR'S NOTE: (Richard Paul Hinkle, longtime Sonoma Valley resident, is a featured wine columnist for the San Francisco Examiner. He is also a wine lecturer and author, having written both *The Napa Valley Wine Book* and *Central Coast Wine Book*.)

By RICHARD PAUL HINKLE

It's futile to talk about the subtle variances wood lends to a wine until you've had the opportunity to taste identical wines aged in different woods. Once you do, however, you will begin to understand the unceasing discussion as to which wood is best suited to a given type of wine.

As with many facets of winemaking, there is little agreement as to the uses of wood. The Spanish love American oak. Most American vintners eschew it, favoring a variety of French or Yugoslavian oaks. Beaulieu uses American oak for its best Cabernets. One winemaker swears by Limousin for his Char-

donnay; another may prefer Nevers. Some like so much oak character that the wine has a toasty, almost crisp bacon-like nose. Others align themselves with the late Karl Wentz, who once told me, "Wood in wine is like garlic in salad; if you're aware of it, there's too much." August Sebastiani was more pithy: "If you like wood, go chew on a tree!"

Those who prefer oaked wines talk about the various forests of origin and even the coopers who produce the barrels, citing names like Siruge, Francois Freres, Taransaud (French), and Murua (Spanish). One noted French cooper, Jean-Jacques Nadalie, has joined forces with Barrel Builders (St. Helena) to form Tonnelerie Francaise/French Cooperage of America. Based in Calistoga, at the northern part of the Napa Valley, the company is going to produce 5000 barrels a year, from both French and American oak.

Another, Phillippe Demptos, was

in the Bay Area a while back to discuss barrel making. Demptos is a fourth generation cooper. The Tonnelerie Demptos of Bordeaux began supplying barrels to Buena Vista in 1959 and now claims to provide 95 percent of the French oak used by Napa Valley wineries.

DEMPOTOS gave some background on the rapid escalation in price of French oak barrels. "France has Europe's largest oak reserve, some 48 percent of the oak in the Common Market. Over 60 percent of the oak forests in France are controlled by the Government Ministry of Forests, which supervises the growing, harvest, replanting, and selling of the wood," he said. "Most of the wood is sold for furniture to the main markets of Europe. The oak is sold once a year in October through a government sponsored auction.

"This is a reverse auction, where the sale starts at a high price and goes down until the first

bidder buys the lot. This is one of the reasons for the high price of please turn to page 10

Italian vintners

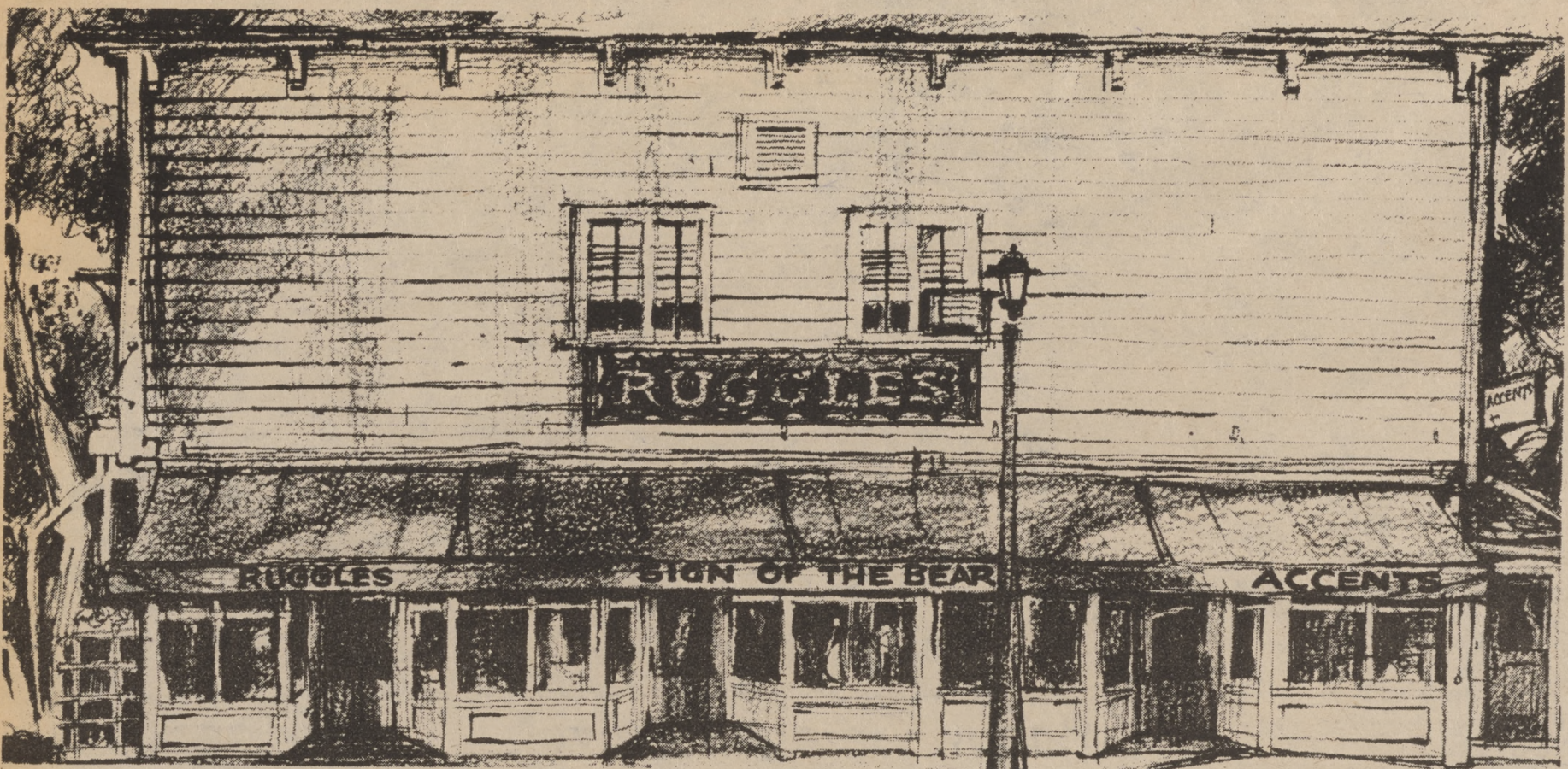
continued from page 8

half a million arrived in that ten year period, over two million between 1900 and 1910. Thousands came to California, including the grandparents of many present day Italian wine making families.

The phylloxera and the depression of 1894-95 nearly bankrupted many growers in Sonoma county and many were only too happy to "dump" their worthless property on these newly arriving immigrants. Unable to speak English, they smiled and replanted to resistant vines, endured 14 years of Prohibition and continued to make wine.

Today, those same families carry some of the most distinguished wine making names in the state: Mondavi, Sebastiani, Gallo, Pedroncelli, Martini, Prati, and Foppiano, to name a few.

-W.F.H.



This historic building on the Plaza is about 100 years old.

It was called the "Pink Cellar" when the Aguilon Winery used it for wine storage. Early in this century, the false front replaced the sloping roof and during the years that followed, the frame building became a harness shop, grocery store, poultry and feed operation and home for more than one family. In 1931, the Ruggles family opened their variety store here.

Today, you can shop upstairs at Accents for antiques and art work, including old, California paintings. On the street, Ruggles Music and Art Supplies continues to serve the Valley. Next door, Sign of the Bear presents a wide selection of the best kitchenware, tableware and gourmet gifts. So much under one roof it's worth an afternoon of

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We invite your interest in the "Music Department" of the Sonoma Community Center, 276 East Napa Street, 938-4626 or 996-2590.

Over a barrel

continued from page 9

French oak. Another is that the demand for oak furniture is high and the coopers must pay the prices set by this market. French coopers account for only one percent of the total sales of oak each year, and thus are weak in the market compared to furniture manufacturers."

While American barrels can be found for less than \$100, French oak was \$250 per barrel in 1979 (now up to \$300 or more). Still, a sense of perspective helps.

"The barrels we bought in 1979 at \$250 will be sold after four seasons for about \$70 apiece," says Philip Togni, winemaker at Cuvaision in Calistoga. "So the barrel really only cost us \$180. If we use the barrel for four wines over those four seasons -- each barrel holding 25 cases of wine -- we've put a hundred cases of wine through each barrel. That makes the cost of the wood \$1.80 per case, or 15 cents a bottle. What's 15 cents on a bottle we might raise 50 cents?"

The outfit that has done the most extensive research into oak flavors and differences caused by

variations in manufacturing techniques is the Robert Mondavi Winery of Oakville. There production enologist Bob Mueller, who supervises red winemaking during the crush, is the "barrel man" the rest of the year.

"WE USED to think that the forest, the region was the most important factor in barrels," says Mueller. "Now, we give more weight to coopering technique." The Mondavis have tried all sorts of experiments in cooperation with the Demptos family. Early work showed hand split, air-dried wood preferable to machine sawed, kiln-dried wood. "Just the air drying makes a dramatic difference," notes Mueller.

Now the experiments are getting more sophisticated. Wood bent over steam is tested against wood bent over fire. Different levels of "toasting" over the fire are tested. The winery is even experimenting with American oak coopered in Spain by European techniques (i.e. hand split, air-dried).

When it comes to regional characteristics, both Mondavi

Please turn to page 11

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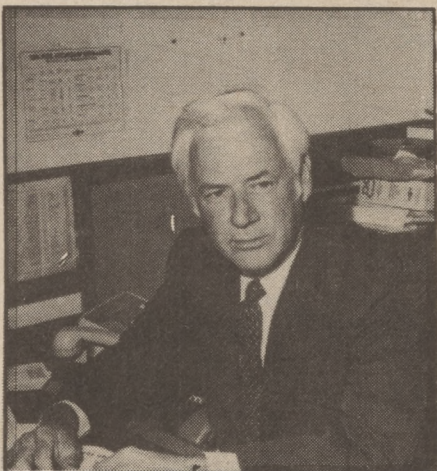
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Over a barrel

Continued from page 10

and Demptos express a marked preference for Nevers oak over Limousin. "Nevers is the preferred wood for making barrels for the wine. It has a delicate smell that goes well in wine and the tannins are suitable for wine extraction. Limousin oak comes from the forest surrounding the city of Limoges, in southern France. It is not suitable for wine aging, due to its harsh flavors and tannins. It is used in France primarily for Cognac and Armagnac and is suited only for brandy aging because of its harsh flavors. It is not used generally in Burgundy for either Pinot Noir or Chardonnay."

That's interesting, because many California producers of Chardonnay strongly prefer

Limousin for the vanillin character it gives their wines. A few months ago at Mondavi I had the opportunity of tasting fine samples of Mondavi's Chardonnay 1979. The only variable came from the wood. The first wine was aged in used Nevers oak coopered with steam and fire to a light toast. The other four wines had been aged in new French oak (three Nevers and one Limousin), as follows: fire only, light toast; fire only, normal toast; fire only, heavy toast; and Limousin of fire only, light toast.

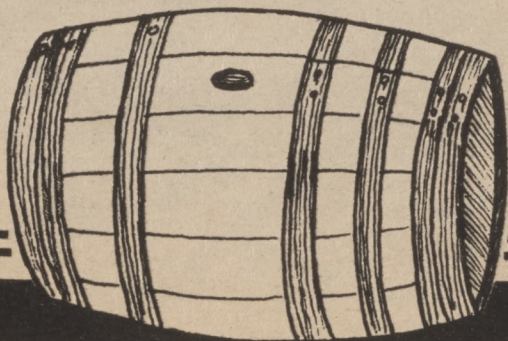
THE MOST interesting comparison for me was the difference between the wines aged in Limousin and Nevers oak of like treatment (fire only, light toast). The lemon/clove varietal character of Chardonnay was

more evident in the Nevers-aged wine, while the wine aged in Limousin showed the wood a bit more in the nose and more of that buttery vanillin flavor in the mouth. Perhaps it's a matter of conditioning, but I preferred the latter for its complexities of flavor.

The wine with the most complexity and flavor, however, was that aged in Nevers (fire only, normal toast). This one had a

lemon/toasty nose and a wonderful balance of fruit and wood in the mouth, but without the vanillin character of Limousin. This is the preferred style at Mondavi. "We find the Limousin overly aggressive with oak," says Robert Mondavi. "We prefer Nevers oak with the normal toast."

(Courtesy SAN FRANCISCO EXAMINER. Copyright 1981 by Richard Paul Hinkle.)



the sign of Quality Reusables



**A loaf of bread
A jug of wine and . . .**

GOOD FINDS

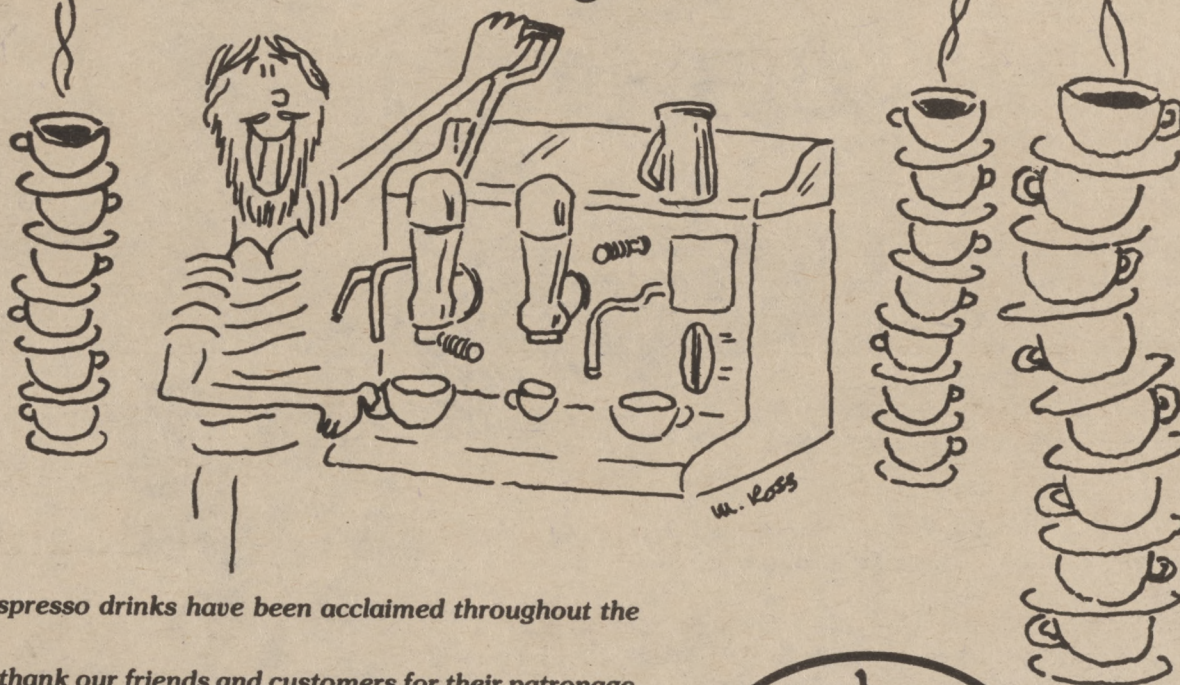
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1981 Vintage Festival patrons

Continued from page 5

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How many wine regions in Israel? If you guessed four, you are right. In Upper Galilee, Cabernet Sauvignon, Sauvignon Blanc, Chenin Blanc, Colombard, Petite Sirah and Riesling are the cultivars. The slopes of Mount Carmel are the source of Grenache, Semillon, Colombard and Riesling. Shimson-Sharon produces Alicante, Grenache, Merlot, Malbec, Semillon and Muscat de Frontignan. The Jerusalem Hills grow Carignane, Cabernet, Malbec, Semillon and Riesling.

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SIMMONS' PHARMACY

Simmons' Pharmacy was opened in 1903 by Mr. Lloyd Scott Simmons. It is Sonoma's oldest drug store. The marble fountain has always been a distinguishing feature of the store and Mr. Simmons had a reputation for homemade ice cream which he made very morning before the store opened for business.

Mr. Simmons compounded most of the medicines he dispensed, in keeping with the way the pharmacy profession was practiced in the early 20th century.

His "Sure Cold Cure" was purchased by many a Sonoman for 25 cents. The ad claimed to cure a cold in a day.

Simmons' also housed Sonoma's first telephone exchange. It operated 24 hours a day, "manned" during the day by Mrs. Simmons and run at night by Al Warrnir.

Mr. Simmons' Sure Cold Cure is no longer available, but today Simmons' Pharmacy still makes deliveries, still offers personalized service, and the marble fountain is still a blissful stop for ice cream soda lovers.



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The Cannibal king from Glen Ellen

In the spring of 1907, rumors swept through Sonoma Valley and Glen Ellen that author Jack London was missing at sea. He had departed on board the *Snark*, with his wife Charmian, for a south seas cruise. When he did not make his usual reports back to a San Francisco newspaper, the rumors began.

London was finally heard from and these fanciful newspaper stories quickly ended. To some unknown Glen Ellen poet, however, the opportunity for a highly imaginative poem were too good to pass up. The poem is not signed. Historian William F. Heintz of Sonoma found the poem while pursuing his continued research on the history of Glen Ellen.

First published in the Sonoma Index-Tribune on June 22, 1907, this republication of the poem, is some 74 years after the event. It was entitled "The Cannibal King of Glen Ellen":

There is talk that Jack London as king may be hailed
By the natives of Borneo land.
For the shock of his hair and the steel of his eye
Would make him a potentate grand.
But those of us here read such reports
With a sniff and a scorn at the tellin',
For well do we know that he's charmed for aye
By the rills and hills of Glen Ellen.
There is talk that a colony new he will found
Where animals strange he will master,
Where life with new zest
Will charm him from the West,
And plots will grow faster and faster;
But those of us here read such reports
With assurance that his thoughts are dwellin',
Despite every charm of the cannibal land,
On the rills and hills of Glen Ellen.
There is talk that by Roosevelt he will be joined,
In the jungle of beats never captured,
To get at the facts of these animals strange

With lynx and with lion enraptured.
But those of us here laugh at these tales
But are proud of the yarns he is sellin'
For we call him our own
And know he'll come home
To the rills and hills of Glen Ellen.



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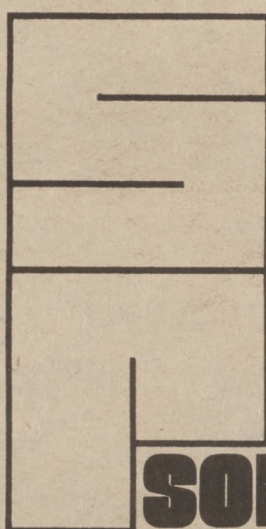
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Something new from Sebastiani Vineyards

Light wines offer less calories, crisp taste

By BECKY GOEHRING

With an eye pointed toward the discriminating tastes of diet-conscious Americans, Sebastiani Vineyards has released a new light wine, becoming the third winery in the United States to follow what is expected to be a new concept in winemaking.

Sebastiani Vineyards President Sam Sebastiani is excited about the wine, which will be bottled as

one of the new August Sebastiani country wines marketed by the Sonoma winery.

The new wine, called Light Country White, is already a big success, thanks to an effective packaging approach and an advertising emphasis which stresses the reduced caloric intake the new wine has to offer.

It boasts only 57 calories per 100 milliliter serving and comes in at

around 9 percent alcohol by volume.

Two other wineries, Beringer Brothers and Taylor Cellars of New York, released light wines

prior to the Sebastiani release in June, but Sebastiani was the first to undertake a national release.

Please turn to page 15

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August Sebastiani



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Light Country White

A Dry California Table Wine

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SONOMA, CALIFORNIA ALC. 9% BY VOL. BONDED WINERY 876

THE NEW LIGHT COUNTRY WINE LABEL

A crisp, clean concept depicting the Sebastiani home on Fourth st. east

The Sonoma Cheese Factory, home of "Sonoma Jack" cheese, had its beginnings over 50 years ago.

Celso Viviani, in partnership with Tom Vella, established The Sonoma Valley Creamery for cheese-making in 1931. The operation was located in what was originally The Sonoma Brewery building on 2nd st. east. Both Vella and Viviani had worked for Tom's older brother Joe Vella, owner of the Sonoma Mission Creamery.

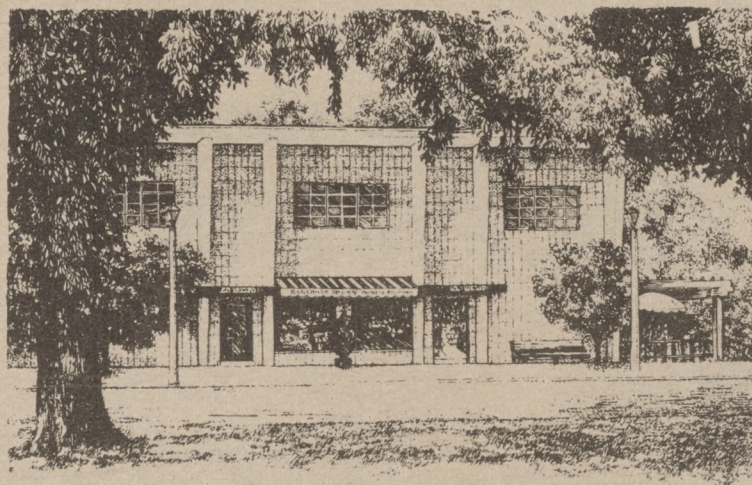
In their 20 years together, the two men operated three other cheese plants -- one in Oregon, one in Ignacio and the Sonoma Mission Creamery on Spain street where La Casa Restaurant is now.



Celso Viviani



1931 Golden Anniversary 1981



2 Spain St. On the Plaza
938-JACK

The present Cheese Factory was built in 1945; in 1948 the two partners realigned their businesses, Tom continuing cheese-making at the other locations. Celso Viviani, with his son Lawrence (Pete) now a partner, continued to make cheese at 2 Spain st. Celso retired in 1953 and died in 1955 at the age of 69.

In 1968 Dave Viviani and Fred Harland joined with Pete in partnership. They greatly expanded the operation to include a large delicatessen, wine shop and catering business.

Today cheese-making continues with the production of golden Sonoma Cheddar, Caraway Jack, Teleme and the house specialty, Sonoma Jack, made from a half-century old recipe.

Three generations of family tradition have been preserved at the Sonoma Cheese Factory, where time, quality and care go into cheese production.



Fred Harland, Pete Viviani, Dave Viviani

Light wines

Continued from page 14

"We've been researching this idea for quite some time," Sebastiani explained. "But because of strict laws set down by the Bureau of Alcohol, Tobacco and Firearms, low-alcohol wines could not be produced."

That law was changed in February to allow wineries to produce a product down to seven percent alcohol. The previous level was 10 percent, the young vintner said.

SEBASTIANI'S philosophy in creating the light country wine is to offer the wine-drinking public a product that is lighter, crisper and easier to consume in large quantities.

"We are modeling this after the country wines of Europe," he explained. "In European countries, people are drinking 25 to 29 gallons of wine per capita per year. They are able to do that because the wines have a lower alcohol content."

Sebastiani noted that most standard wines are processed at between 22 and 24 percent sugar while the light wine Sebastiani Vineyards is producing is processed at 18 percent sugar level.

"We've found that we get the best sugar-acid balance at that level," he noted. For every percent of sugar there are two calories per ounce. So by dropping the alcohol content from four to six percent, we're eliminating eight to 12 calories per ounce."

Light wines can be made three ways, Sebastiani explained. Water may be added, a process that is not allowed in the United States, the alcohol can be distilled off through a cooking process or the grapes can be picked when sugar levels are at the appropriate spot.

Sebastiani Vineyards uses the latter method. "When the alcohol is cooked out of the wine, some of the characteristics are removed with it," Sebastiani explained. "We want to create a light wine with fewer calories but still maintain a high quality in the wine."

THE WINERY uses predominantly Thompson seedless grapes as the wine, but also blends in Chenin Blanc, Green Hungarian and French Colombard grapes to give the wine more "nose".

Because of the necessity to find grapes at a lower sugar level, the grapes used for the light wine must be picked earlier. Sebastiani

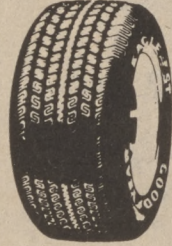
Vineyards was finished with the picking and processing of the grapes for the light country wine by the end of August.

In another move to keep the wine as fresh and appealing, the winery makes the wine as necessary, putting the bulk of the juice into suspended animation. "White wine tends to get flat when it sits in the bottle," Sebastiani explained. "It doesn't have the body of the red wine which will improve with age. We hold it in suspended

animation until we're ready to process another batch."

The winery is researching the possibility of a light red wine but Sebastiani is cautious about its success. "I don't want our winery to get into the "pop" wine business," he said. "I think this light wine concept is really going to take off. When it shakes out, when all the wineries are making light wines, I want Sebastiani to be known as the premium winery in the market."

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Depot Hotel 1870 is a restaurant located in a historical building thought to be Vallejo's winery. The decor of blue and white floods the bar, lounge, dining rooms, kitchen and terrace with swimming pool. The menu changes daily with 3 to 5 different entrees each evening.

A few of the many changing chef's-choice entrees

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PORK LOIN stuffed with prunes and apricots

VEAL ROLLS stuffed with ham and cheese

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\$7.50

Phylloxera - vine pest met its match here

By WILLIAM F. HEINTZ

There is a site about three miles northwest of Sonoma which is

long overdue for some historical recognition. It ranks in viticultural importance along side the first vines planted in Sonoma

county—in 1824 at the old Mission.

The discovery made on this site in 1865 and its ultimate effect on the growing of grapes in California, even rivals all the history made at the Buena Vista Vineyards by Agoston Haraszthy, one of the founders of the commercial wine industry in this state.

the state today, start as special resistant roots which are then grafted to the fine wine varieties.

THE HISTORY of this dreaded wine louse in California is almost as unhappy a tale for the wine maker as was Prohibition. The latter, fortunately, could be legislated out of existence. The phylloxera is still as strong and vigorous as the day it dug its way into our soil.

Eastern America is the native home of the phylloxera. It has been there for thousands of years, living peacefully on the local vines which serve as its host but develop a method of combating its destructive energies.

Shortly before the American Civil War, it is believed the vine pest was carried across the Atlantic to France and there it gorged itself on fine, non-resistant Cabernet and Chardonnay vines. The French vineyards died almost *en masse*.

This French tragedy, however, gave a most unexpected boost to the California wine industry. It had been limping along, unable to compete with France. By 1880 it appeared that France's wine industry was doomed and California

Here's to you!



Good Day Sunshine—a gallery of outstanding contemporary crafts, has extended its exhibit—Art Glass Today; The Tiffanys of Tomorrow. This show is featuring the works of over twenty glass blowers including a large variety of wine glasses, goblets & decanters, fitting the needs of the wine and art connoisseur alike.

Good Day, Sunshine!

13647 Arnold Dr., Glen Ellen — We Ship Anywhere — 938-4001



YOUNG ROOT PHYLLOXERA

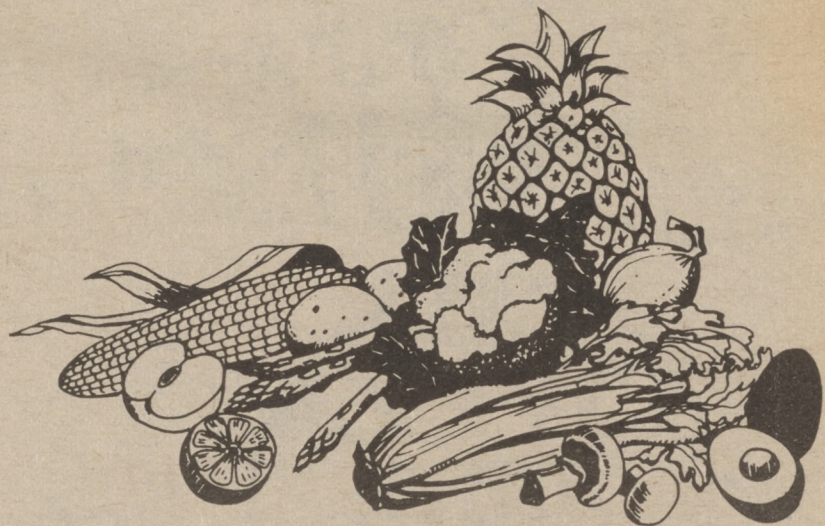
On lands now situated between the Hanna Boys Center and the Sonoma Golf Club, and on what was then the G.A. Goess ranch, the phylloxera was first discovered and identified.

Because of the phylloxera, nearly all grape vines grown in

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Vintage Festival
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Right on Hwy. 12 Boyes Hot Springs



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Phylloxera

could take over the world wine market. Sonoma county added 72 wineries in the next decade; vine acreage climbed from about 7,000 to 21,000 acres. It was the same all over the state.

If the phylloxera was discovered in 1865 in the Goess vineyard, how could Sonoma add 14,000 acres of grapes in the booming '80s?

Ironically, the disease did not thrive so well in Sonoma Valley. Why this was so has never been fully explained unless it had something to do with soils. Sonoma and California soils were young, rich and healthy. France's were overworked from centuries of cultivation.

THE PHYLLOXERA seemed to

spread at a snail's pace in Sonoma, literally. Goess's neighbor, O.W. Craig did not realize he had the pest until 1873. The distance separating the two farms is only one mile. (In France, the vine pest rampaged over most of the countryside in a decade.)

The phylloxera probably was brought to California when the first grape growers imported French wine grapes. Attila Haraszthy, Agoston's son, told a 1876 viticultural meeting that he believed he had observed its effects at the Buena Vista Vineyard (but not identified) ten years before.

The spread of this pest did not really alarm the wine industry until the 1880s. A Board of Viticultural Commissioners was then set up by the state, in part to study and eradicate the pest. Every chemical known to man

was tried without success. The Board even tried electric shock treatment on vines in Napa Valley.

Napa Valley suffered perhaps, from the disease more than any wine county. From 1890 to 1900, grape acreage dropped from 21,000 to 3,000 acres! Growers became so disillusioned with supposed resistant roots (many failed), that they refused to replant.

SONOMA growers, by contrast, began planting vines on their own roots (which mature faster), knowing full well they could expect only 10 or 12 years of production. It was better than giving up, especially to the newly arriving Italian immigrants which were willing to keep trying where others failed.

Julius Dresel, south east of

Sonoma, was apparently the first grower to try resistant roots as the answer to the phylloxera. It took 20 years of experimenting before the Rupestris St. George root solved this vexing problem. Those pioneering days were often not the happiest for the wine industry of Sonoma valley and California.



TO OUR SUBSCRIBERS

Insert the second section

(From pages 17 through 48)

to follow page 16

in the front section

of this special supplement.



GRAFTING VINES properly against the phylloxera disease took up as much time a century ago in Sonoma Valley as making good wine. This illustration is taken from a report issued in 1897 by the University of California.

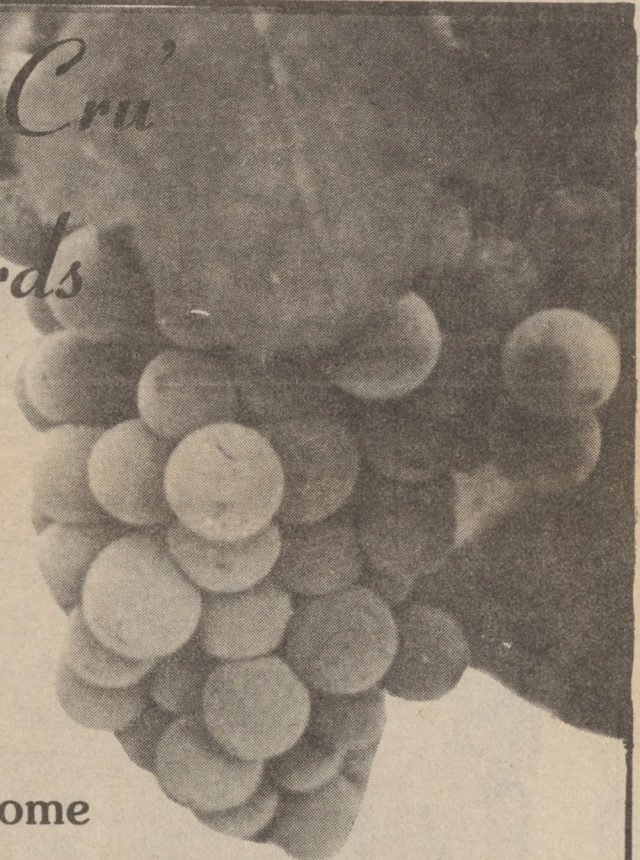
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People like Barragan, Fernandez, Guzman

Mexican immigrants continue their vital contribution to the valley wine industry

By SANDY SANDERS

As Sonomans gather to celebrate the festival of the grape, they honor a way of life aided by two generations of Mexican immigrants, separated from each other by over 100 years, yet both part of the valley and its heritage.

The pioneers from Mexico who built the Mission and planted the first grapes are gone but many of those who care for the vines today are also immigrants from Mexico.

Their work helps give life to many other vital enterprises in the local economy as well, including fruit stands, gas stations, Nicholas Turkey Breeding Farms, rest homes, nurseries and orchards.

Gabriel and Alicia Barragan moved here from the province of Michoacan "to look for a better future," as he said, while she added, "for a better education for the children."

They have lived in Sonoma

County for nine years. Gabriel Barragan, who is a gardener for Sam Sebastiani, has also worked in vineyards up in Healdsburg, and spent one year studying English and electronics in Santa Rosa.

"AT FIRST it is hard," he admitted, "but now we can make ourselves understood with people." Their son, Rafael, is nine and was born in Mexico, but eight-year-old Rosa Alicia (Rosita) was born here.

"She's quicker at speaking English than Spanish," commented Alicia Barragan. "In the house we speak only Spanish so they won't forget."

Being bilingual could bring advantages for the children in either country, she observed. "If they're here, they can get better work. If in Mexico, they can work as interpreters."

She herself works at Mission Convalescent Hospital, and has

Please turn to page 20



Photo by Sandy Sanders

FROM MICHACAN TO SONOMA
The Barragan family, Rosa Alicia and Rafael
(front) and parents Alicia and Gabriel



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Mexican immigrants

Continued from page 18

also worked for Nicholas, the Fruit Basket, and El Pueblo Motel.

Will they stay? Gabriel and Rafael say they will, but Alicia and Rosita are torn. They miss the relatives in Michoacan, and it costs too much to go back to visit every year.

"It's pretty here. I admire the country," said Alicia Barragan. "But one feels lonely, one feels sad without one's family."

For Rafael, it seems easier. All of his friends at school are American. "I don't remember Mexico," he explained. "I think (I'll stay) here. Things are cheaper." Rafael would like to be an architect, and agrees with his father that here they have a better chance to get ahead.

FIDEL FERNANDEZ, another migrant from Mexico, also feels drawn by the opportunities in this country. Both he and his wife Virginia work hard, he as a driver

for Sebastiani Vineyards and she at the Sonoma Mission Inn.

He drives trucks, fork lifts, tractors and caterpillars, and likes working outside. "I would like to know more about grapes," he added. "I like to progress . . . always being better, knowing more."

Both Fidel and Virginia Fernandez understand English fairly well, but have trouble speaking it. Their friends are mostly fellow workers and relatives who live here, but he also has friends among the Americans.

"The way they treat us, it's O.K. for me," he stated. "Some, you can tell by their faces they don't like us," but generally people here "let you live the way you want to live." He appreciates Americans' respect for privacy.

Fernandez has a permanent resident's visa and plans to continue working here, but would like to go back to Mexico to live when he retires.

For another Mexican family, Samuel and Rufina Guzman, the question of return to their homeland is complicated by their children's needs.

All three children, Ruth, 10, Sofia, eight, and Samuel, seven, were born here. They are doing well with English, and transferring to a Mexican school would be

difficult for them, Samuel Guzman explained.

BUT HE noted, "I hope they don't lose their origin, their language and culture. I want them to know our culture as well."

Despite his unwillingness to transplant his children, he would like to return to his home country some day if possible.

Guzman came to Sonoma from Mexico City in 1967. He works now on the Madrone Ranch, caring for young vines, tying, grafting, pruning, driving a tractor and picking.

"I like it. I'm used to it," he said. "It's heavy work, yes, very, but I like to work in the fields."

Rufina Guzman has worked for Buena Vista Winery for five years, training young vines, picking, and recently pruning as well.

BOTH SPEAK some English, but Guzman said he has trouble with vocabulary and pronunciation. He is involved with his children's education, serving as president of the parent support group for Migrant Education here.

"We all have to work to sustain life, to sustain children," he pointed out. "I say, 'Where will the bull go that does not plow?' And where does the man go who does not work?"

"We have begun a life here with the children . . . I have nothing to complain of. I don't bother anyone and no one bothers me . . . I have good relations with people here."

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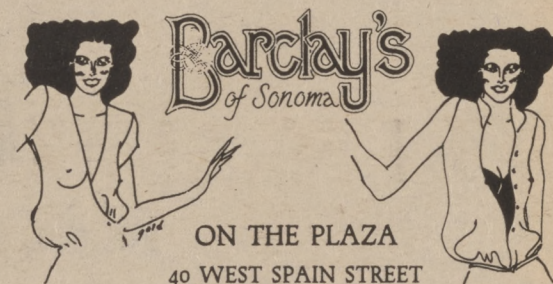
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The adventure of home winemaking

By JERRY PARKER

The makers of homemade wines are a breed apart from commercial wine producers. They are mostly an unsophisticated, down-to-earth, not to say earthy group.

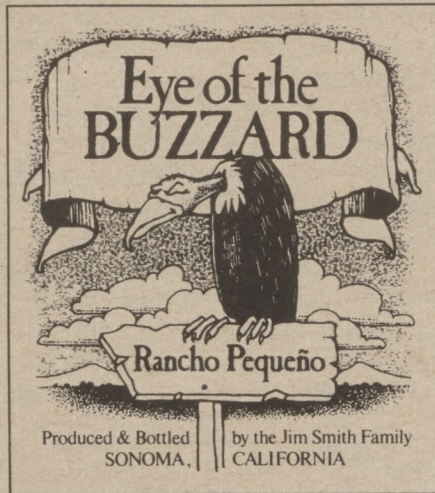
They don't pay too much attention to the mystique around winemaking—a mystique that seems to be mainly a p.r. adjunct designed to expand markets and profits.

Home winemakers enjoy adventures, pleasures and other dividends unknown to the commercial producers. And they often create vintages better than what you might find on the shelves of your friendly liquor store.

Take Larry Westlake, for instance. Westlake is a long-time resident of Sonoma Valley and principal of Dunbar School in Glen Ellen. Since 1976 he has been

producing creditable Zinfandel and Cabernet Sauvignon at, he estimates, \$1 a bottle.

WHEN THE Zinfandel grapes got too high recently, he switched



A RANCHO PEQUENA VINTAGE
This is the humorous label which
Jim Smith puts on his
homemade wines.

to Cabernet Sauvignon. He gets together with a friend or two to make wine. They buy a ton of grapes from some local supplier and go to work.

The home of the friend with the most efficient layout for winemaking becomes headquarters for that year. So Westlake usually works at a friend's home because his home on Sonoma's East Side is not designed for winemaking.

Sometimes the whole Westlake family picks the grapes.

The schoolman says he makes wine like an old Italian winemaker. His wife's great-uncle, an Italian dairyman, taught him a lot, as did the late Al Torrieri, of Kenwood.

He recommends you learn how to make wine from friends who know how, in a sort of hands-on process. You can also buy a book for around \$5. The necessary facts about winemaking are easy to find (see the September issue of Sunset), but the main thing about the whole home winemaking process is your attitude.

IF YOU LIKE to work with a friend, if you're prepared to make mistakes (which always make a fine vinegar, after all), if you like to sit around a cool barn and sample your vintage through a hot afternoon and reminisce about this area's history, you'll make a fine home winemaker.

Please turn to page 22

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Home winemaking

Continued from page 21

Sonoma Valley's history and winemaking tradition is usually one of the major influences in turning anyone here into a home winemaker.

Westlake's first batch of homemade wine was a disaster. At the house where he lived before he bought his present one, there was a grape arbor with some Concord and Tokay grapes.

He made what he thought was a wine from them.

"It was undrinkable," he said.

He's learned a lot since then. He explained why he thought a good homemade wine could be better than a commercial one.

"A homemade wine is usually more robust. Many commercial wines tend to be lacking in body,"

he said. "They do not have 100 percent of that varietal. We have varying years, but our wines tend to be higher in alcohol content, stronger.

"OUR WINES are not as filtered as commercial wines. There may be sediment in my bottles, but it doesn't matter.

"We don't use as many chemicals as commercial winemakers. Like the little old Italian, we use a little sulphur, but unlike the commercial winemakers, we don't use any artificial yeast.

"Perhaps control is the word. We don't try to control our wine so much, we let nature do it."

Westlake cheerfully admits he is not trying to please the palate of the public at large and is not

obligated to make a consistent product over the years.

More and more people are trying their hand at home winemaking, the Sonoman reminded. Some of his friends who make wine include Richard Caselli, Robert Buoncristiani, Gene Sperring, Russ White, and Bob Geurts. They are all professional people, with many teachers among them.

Making wine because of the inflated prices of today's commercial vintages was a minor factor in his becoming a home winemaker, Westlake noted.

"I WAS INFLUENCED by others and by the place where I live and by the availability of grapes."

His early batches of wine were

aged in oak for six months and then drunk, said Westlake. Now he tries to keep them in the casks for 1½ years.

Sometimes how long a wine is going to be aged will depend on how much you have left. Home winemakers are only entitled to make 200 gallons a year, and they are generous with their wines. Their tasting samples are generous, and they often gift friends with a bottle or two and at holiday time, give it away by the case.

Westlake used to store his bottled wine under his house but had some unhappy experiences during winters which produced a high water table. Now he keeps it in cool closets.

He doesn't have a proper label for his output yet but is working on one.

Contractor Jim Smith, on the other hand, a home winemaker who has his own five-acre vineyard, also has a distinctive label. It shows a winking, homely buzzard sitting atop a signpost on which is lettered the name of Smith's ranch at the end of Curtin lane--Rancho Pequeno, Little Ranch.

SMITH LABELS his white Pinot Noir Eye of the Buzzard, an obvious lighthearted take-off on Sebastiani's Eye of the Swan varieties.

He's been making wine for eight

Please turn to page 23



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Home winemaking

Continued from page 22

years, ever since he arrived in Sonoma. And as his label attests, it's "Produced and Bottled by the Jim Smith Family."

Smith has made Barbera, Chardonnay, Zinfandel, Cabernet, Pinot Noir and a mixed white which includes Golden Chasselas and Sauvignon Vert grapes.

He likes to experiment. So he has also produced a vintage known as Caberet, which is 60 percent Barbera and 40 percent Cabernet.

He also makes a heavy red wine called Red Eye following unorthodox methods.

He likes to make wine with his friends and some of them in the same line include Jim Henghold, Bob Leveroni, Henri Periard and Bob Records.

SMITH STARTED by buying a book for \$2.50 which taught him how to make wine. The procedure is not difficult to follow, he declared. Grapes are going to turn into wine anyway, so if you help them along, you can get gratifying results.

Following the rules in his little book, Smith said, he found he could make a drinkable wine and that it took only a little time each week.

He emphasized keeping things clean and topping the storage containers so that no air reached the wine.

Neither Smith nor Westlake buy much commercial wine.

The Smith home is an historic adobe and on the property, there is also an outbuilding with enough

room for Smith's contractor equipment and his winemaking apparatus. The building is also cool enough for wine storage.

SMITH LIKES to attend informal wine tasting sessions held at various locations here and in Napa Valley and has had good comments from men in the business of producing wine about his varieties.

At the same time, he lets you know he is not involved in the cult which seems to have grown up around California wines—a cult that produces a lot of cant, the highflown lingo that appeals to the snobbery and ignorance of some wine drinkers.

"I probably wouldn't be able to tell a \$2 wine from a \$15 wine," Smith smiled.

"Wine is just a personal thing," declared Smith. "What you particularly like is a good wine for you, and you may find one that is \$2 a bottle more acceptable, or just as acceptable as one costing \$50."

The contractor commented that home winemakers have a chance to reach a peak of excellence if they are willing to try.

"YOU CAN LET the fruit do what it can do, it will be drinkable, possibly exceptional. The wineries have to put out wine with the same flavor all the time. This excludes the possibility of making exceptional wine."

Although he has his own grapes—Barbera, Chardonnay, Sauvignon Vert and Palomino (formerly Golden Chasselas)—Smith buys other varieties on occasion from the Sangiacomo and Batto ranches and from home winemaker Ken Niles, developer of the Sonoma Marketplace.

Home winemaking doesn't take a big investment—you can buy modest outfits for the purpose from suppliers. They're listed in the Yellow Pages.

IF YOU DON'T WANT to purchase some grapes, you can get a concentrate from suppliers that will make about five gallons of wine.

Any home winemaker will be happy to share his know-how with you—and probably offer you a glass of his own wine at the same time.

Home winemakers are generous sommeliers, although most of them would decry the use of such a title for themselves.

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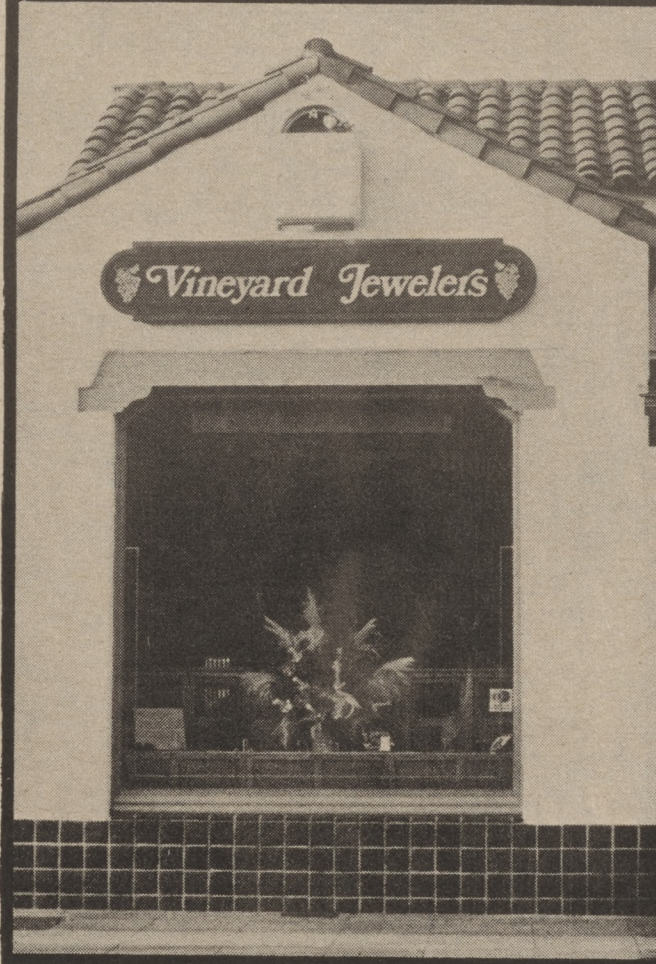
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'How I became a wine connoisseur'

 I-T reporter's one-hour 'crush' course 

By JACKIE KRAMER

It started out to be just another assignment.

"Try the one-hour wine connoisseur kit developed by California WineXperts and write a brief article on your experience," said the Managing Editor.

Unwittingly, he had certainly picked the right news staffer. My wine connoisseur abilities could be poured in a sherry glass, and still have room left over for a few ounces of the golden liquid!

I finally succeeded in assembling three others for the experiment. I probably should have asked them what their astrological signs were, however, before I accepted them as volunteers.

As it turned out, an Aries, a Cancer, a Leo and a Pisces assembled to begin our wine education that Wednesday evening before deadline.

THINGS WENT smoothly at first, once we discovered we were supposed to set up all the cups (40) first, and mix all the ingredients before we listened to the cassette tape provided in the kit. (The Aries, of course, had insisted on starting the tape right away).

Wine does not come with the kit, and my 50-ounce jug of dry white wine was bargain-basement priced at \$2.99. Dry and white is essential—the price tag is up to you!

We mixed the chemicals with the 50 ounces of water, poured them into our own individual cups, and did the same for the wine.

The Leo, true to his sign, had fought the Aries for leadership and having won, was now proceeding to lecture the more docile Cancer and Pisces on what was to be learned during the evening.




Photo by Jackie Kramer

BECOMING A WINE CONNOISSEUR

I-T staff photographer Richard Ammon checks an entry in the tasting journal

please turn to page 25



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'How I became a wine connoisseur'

continued from page 24

The first testing was acid in water, and four mouths simultaneously puckered as we rolled the tart, sour liquid around our mouths, making notes in our journals on tactile or flavor sensations.

PALATE CLEANSERS of bread and water were quickly used by all four tasters, and it was on now to the sugar/acid in water.

"Hey, this is good!" the Leo said, requesting any leftover samples when we had all finished. We agreed it did taste a little like lemonade.

Next came tannin, which Aries thought tasted like pencils, the Leo thought tasted like almonds, the Pisces thought tasted like nothing at all, and the Cancer—after considerable mouth-swishing—decided had a faint breath of walnuts.

The last sample contained sulfur dioxide, and timid Pisces decided to wait to see if there were any ill effects on the others before sampling her brew.

The unmistakable taste of sulfur went down the throat and came out through the nose.

WE HASTILY cleansed our palates, and sampled the sulfur dioxide in wine. Less noticeable there, it was still easily discernible.

Aries, always in a hurry, wanted to advance the tape "to get to the good part." Restrained forcibly by the others, the experiment continued.

It was now time to open the "Secret Orders." (Aries had wanted to open it 45 minutes earlier, but was again restrained). It was time for the blind tasting.

Each of us in turn arranged the leftover liquid in the component tasting cups in a pre-arranged pattern unknown to the taster, in front of the taster on our left.

THE ROOM WAS suddenly, dramatically quiet. Now WE were being tested.

Much swishing of liquid in mouths could be heard, as pencils busily recorded the results of our blind test of water samples.

As test results were checked against answers, we found that we had each scored 100 percent, and the room was alive once again with conversation and self-congratulation.

NOW IT WAS on to the final blind tasting, acid, tannin, sugar/acid, and sulfur dioxide in

wine. Were our palates educated enough at this point to distinguish these components in wine?

Cancer, who had been insisting all evening that she had to go to the drug store before it closed, decided the trip really wasn't necessary.

Pisces' hand was shaking slightly as she reached for her first sample, in contrast to Leo, who exuded confidence as he sip-

ped the first blind sample.

Aries, of course, was already on the second sample by that time.

THE SILENCE was broken only by sipping and the scratch of pencils on paper as we recorded our opinions. It was finally time to grade our answers.

Leo and Aries seemed to have reason for their confidence and scored a perfect 100 percent. Pisces crowed with delight at her

please turn to page 26



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1979 Gewurztraminer (Sonoma County)

1979 Chardonnay (Sonoma County)
1978 Gewurztraminer (Heritage, North Coast)
1978 Johannisberg Riesling (Heritage, Mendocino County)
Burgundy (non-vintage, North Coast)
1978 Zinfandel (Sonoma County)
1978 Pinot Noir (Sonoma Valley)
1978 Cabernet Sauvignon (Sonoma County)
1977 Burgundy Cask 14 (Napa Valley)
1976 Zinfandel Cask 12 (Sonoma County)
1977 Pinot Noir Cask 8 (Sonoma Valley)

Ultra Dry Sherry
Golden Cream Sherry
1974 Vintage Port

Chateau St. Jean

1980 Johannisberg Riesling (Belle Terre Vineyards)
1980 Johannisberg Riesling (Selected Late Harvest, Robert Young Vineyards)
1980 Johannisberg Riesling (Individual Bunch, Selected Late Harvest, Belle Terre Vineyards)
1978 Johannisberg Riesling (Individual Bunch Selected Late Harvest, Belle Terre)

please turn to page 27



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'How I became a wine connoisseur'

continued from page 25

two-out-of-four-right answers.

Cancer was glum as she surveyed four out of four wrong answers—answers she had had all correct originally, but changed as an afterthought!

As the music of classical guitarist Peter Greenwood brought the tape to a close, we all agreed that it had been a delightful—and also educational—evening.

EACH OF US had learned a great deal about the components in wine, which ones we liked and which were less agreeable.

Although I did not suddenly

become an expert on wine, spouting phrases like “an audacious little wine, a bit presumptuous but provocative,” I am much more knowledgeable now about the types of wine I prefer.

Knowing what components I enjoy in wine will allow me to expand the variety of wines I choose, confident that I will enjoy them even though they are new to me.

Thank you, WineXperts!

NOTE: See article in this section on Rich Lemmon, Paul Hessinger and Dave Meeks, developers of the Wine Connoisseur Kit.

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The wines of Sonoma Valley



continued from page 26

1980 Gewurztraminer (Belle Terre Vineyards)
 1980 Gewurztraminer (Robert Young Vineyards)
 1980 Gewurztraminer (Rancho Alta Vista Vineyards)
 1980 Gewurztraminer (Selected Late Harvest, Belle Terre)
 1978 Gewurztraminer (Individual Bunch Selected Late Harvest, Belle Terre)
 1980 Gewurztraminer (Individual Bunch Selected Late Harvest, Robert Young)
 1980 Muscat Canelli (Jimtown Ranch)
 1980 Muscat Canelli (Wildwood Vineyards)
 1980 Vin Blanc (Napa-Sonoma counties)
 1980 Chardonnay (Sonoma County)
 1979 Chardonnay (Frank Johnson Vineyards)
 1979 Chardonnay (McCrea Vineyards)
 Fume Blanc (Napa Valley)
 Fume Blanc (St. Jean Vineyards)
 1980 Flume Blanc (Robert Young Vineyards)
 Fume Blanc (La Petite Etoile)
 1978 Cabernet Rouge (Sonoma Valley)
 1977 Zinfandel (Glen Ellen Vineyards)


1979 Johannisberg Riesling (Sonoma Valley)
 1980 Estate Bottled Johannisberg Riesling (Rhinefarm Vineyards)
 1979 Estate Bottled Sonoma Red Wine (Rhinefarm Vineyards)
 1978 Pinot Noir (Sonoma Valley)
 1978 Estate Bottled Zinfandel (Rhinefarm Vineyards)
 1979 Estate Bottled Zinfandel (Rhinefarm Vineyards)
 1979 Merlot (Rhinefarm Vineyards)
 1979 Cabernet Sauvignon (Olive Hill Ranch)
 1979 Cabernet Sauvignon (Rhinefarm Vineyards)
 1977 Late Harvest Johannisberg Riesling (McFadden Ranch) non-vintage Champagne

Hacienda Wine Cellars

1980 Gewurztraminer
 1979 Gewurztraminer
 1979 Johannisberg Riesling
 1978 Pinot Noir
 To be released Oct. 1: 1979 Pinot Noir, 1979 Zinfandel

please turn to page 29

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Grand Cru Vineyards

1980 Dry Sauvignon Blanc (Sonoma County)
 1980 Gewurztraminer (Garden Creek Ranch)
 1980 Dry Chenin Blanc (Cook's Delta Vineyard)
 1978 Zinfandel ("Last harvest" Estate bottled, Sonoma Valley)
 1978 Cabernet Sauvignon (Garden Creek Ranch)
 1979 Cabernet Sauvignon (Cook's Delta Vineyard)
 1975 Cuvee de Pinot Noir (Garden Creek Ranch)
 Sonoma Bouquet (non-vintage rose)

Gundlach-Bundschu Winery

1979 Chardonnay (Sonoma County)
 1980 Special Selection Chardonnay (Sangiacomo Vineyards)
 1980 Estate Bottled Kleinberger (Rhinefarm Vineyards)
 1980 Dresel's Sonoma Riesling (Sonoma Valley)
 1979 Gewurztraminer (Sonoma County)
 1980 Estate Bottled Gewurztraminer (Dry, Rhinefarm Vineyards)




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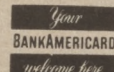
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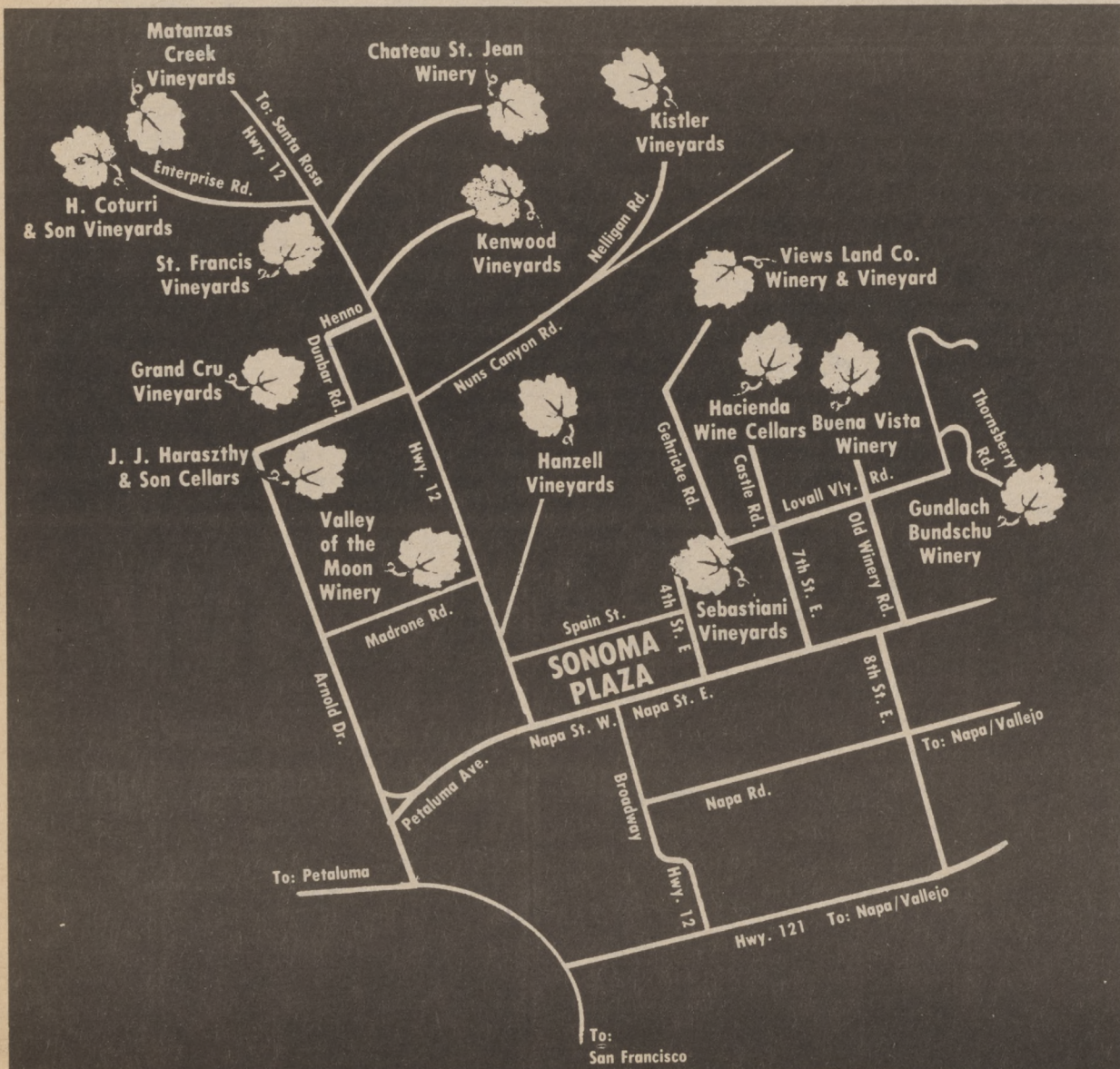
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Sonoma



A guide to our wineries

BUENA VISTA WINERY — Located at 18000 Old Winery rd., just east of Sonoma. Take Napa st. east from Plaza, turn left on to Old Winery rd. Tasting room open daily 10 a.m. to 5 p.m. Self-conducted tours. Shady picnic area. Phone 938-8504.

CHATEAU ST. JEAN — Located at 8555 Sonoma hwy. in Kenwood. Tasting room open daily 10 a.m. to 4:30 p.m. Tours from 10:30 a.m. to 4 p.m. Picnic area provided. Phone 833-4134.

GRAND CRU VINEYARDS — Located at 1 Vineyard ln. in Glen Ellen, set behind Dunbar School. Take Hwy. 12 (heading north). Turn left on to Arnold dr. to go towards Glen Ellen, then make a quick first right-hand turn on to Dunbar rd. Continue on Dunbar rd. to Vineyard ln. Tasting room

— please turn to page 30

Wines of Sonoma Valley

continued from page 27

H. Coturri & Sons

1979 Cabernet Sauvignon (Sonoma Valley)
1979 Zinfandel (Sonoma Valley)
1979 Chardonnay (Sonoma Valley)
1980 Johannisberg Riesling (Sonoma Valley)

Hanzell Vineyards

Limited availability of wines. Write Hanzell, 18596 Lomita ave., Sonoma, CA. 95476.

Haywood Winery

1980 White Riesling (Estate Bottled Sonoma Valley)
1980 Gewurztraminer (Estate Bottled Sonoma Valley)
Due to be released this month:
1980 Chardonnay (Estate, Sonoma Valley and 1980 Haywood White Wine)

J. J. Haraszthy & Sons

1979 Sonoma Valley Zinfandel

Kenwood Vineyards

1980 Pinot Noir Blanc (Sonoma Valley)
1979 Chardonnay (Sonoma Valley)

1980 Vintage White
1980 Sauvignon Blanc
1980 Dry Chenin Blanc
1980 Sonoma Valley Johannisberg Riesling
1979 Chardonnay (Beltane Ranch)
1977 Vintage Red
1978 Cabernet Sauvignon (Sonoma Valley)
1979 Cabernet Sauvignon (Sonoma Valley, Jack London Ranch)
1978 Zinfandel (Sonoma Valley)

— please turn to page 31

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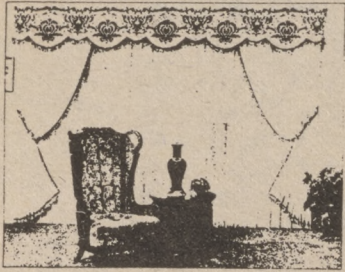
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A guide to our wineries

continued from page 29

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GUNDLACH-BUNDSCHU WINERY — Located at 3775 Thornsberry rd., Sonoma. Take Napa st. out of downtown Sonoma heading east. Take a left on to Old Winery rd., turn right on to Lovall Valley rd. and proceed to Thornsberry rd. (a right-hand turn). Tasting room open daily noon - 4:30 p.m. Phone 938-5277.

HACIENDA WINE CELLARS — Located at 1000 Vineyard In., Sonoma. Take Napa st. east out of Sonoma to Seventh st. east. Turn left. Take Seventh st. to Castle rd., turn right. Proceed to Vineyard In. Tasting room open daily, 10 a.m. to 5 p.m. Picturesque picnic area-wine garden. Phone 938-3220.

H. COTURRI & SONS — Located in Glen Ellen. Tours by appointment only. Phone 996-6247 or write: P.O. Box 396, Glen Ellen 95442.

HANZELL VINEYARDS — Located at the end of Lomita ave., (off Verano ave.) above Boyes Hot Springs just north of Sonoma. Visitors by appointment only. No tasting. Phone 996-3860 or 996-0431.

HAYWOOD WINERY — Located at 18701 Gehricke rd., just north of Sonoma. Tours by appointment only. Phone 996-4298.

J.J. HARASZTHY & SON — Located at 14301 Arnold dr. in the London Glen Village, just north of Sonoma State Hospital, in Glen Ellen. Tours by appointment only. Phone 996-3040.

KENWOOD VINEYARDS — Located at 9592 Sonoma hwy. near the intersection of Warm Springs rd., in Kenwood. Tasting room open daily from 10 a.m. to 4:30 p.m. except major holidays. Tours by appointment only. Call 833-5891.

KISTLER VINEYARDS — Located at 2995 Nelligan rd., Glen Ellen. No tastings or tours. For more information write: 2995 Nelligan rd., Glen Ellen 95442.

MATANZAS CREEK WINERY — Located at 6097 Bennett Valley rd. in Bennett Valley between Kenwood and Santa Rosa. Tours by appointment only. Phone 542-8242.

SEBASTIANI VINEYARDS — Located at 388 Fourth st. east in Sonoma, one mile east of the Plaza. Take Napa st. to Fourth st. east and turn left. Tasting room open daily 10 a.m. to 5 p.m. Tours from 10 a.m. to 4:20 p.m. daily. Visitors urged to get there early on weekends. Picnic area included. Phone 938-5532.

ST. FRANCIS VINEYARDS — Located at 8540 Sonoma hwy. in Kenwood directly across from Chateau St. Jean Vineyards and Winery. Tasting room open daily 10 a.m. to 4:30 p.m. Phone 833-4666.

VALLEY OF THE MOON WINERY — Located at 777 Madrone rd. in Glen Ellen. Take Hwy. 12 north out of Boyes Hot Springs to Madrone rd. Turn left. Tasting room open daily except Thursdays, 10 a.m. to 5 p.m. Phone 996-6941.

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Many of his first big jobs came at Sonoma State Hospital. He did the plumbing and heating work on many of Sonoma's large buildings, including the El Verano Inn and much of the building done by Samuele Sebastiani.

In 1921 he went into partnership with Gus Marcy. That partnership survived and prospered until 1939 when each of the partners went their separate ways.

RICH PETERSON, Ed's nephew, joined the firm in 1945 after serving in the U.S. Army during World War II. Rich was a graduate of College of Pacific and the University of California with a liberal arts degree and began learning the plumbing and heating business from the ground up.

The shop along with a small hardware business was located on West Napa st. across from the Index-Tribune.

In 1949 THE business moved to Broadway in what is now Franklin Furniture and there it remained for 12 years.

In 1957, the business was incorporated and became Peterson Mechanical, Inc. with Rich Peterson as president. In 1963 the business was moved to its present location on First st. east in what was the former Acme Leather co. building. At that time Peterson also got out of the hardware business and became devoted exclusively to plumbing, heating, air conditioning and sheetmetal.

TODAY THE PETERSON firm is the largest mechanical firm of its kind in northern California, employing 52 people, with sales of over \$4 million a year.

Peterson crews are plumbing, heating and cooling hospitals, schools, libraries, wineries, colleges and other buildings from Humboldt county to Marin county.

The third generation, Les Peterson, Rich's son, is part of the business. After attending the University of Nevada, Reno, he completed his apprenticeship as a sheetmetal worker and is now in charge of the residential and commercial heating and air conditioning part of the business as well as assisting in the overall management of the firm.

The family business started by Ed Peterson almost 65 years ago is a Sonoma success story. A leader in the industry and on top of the latest in solar and other alternative energy technology.

Rich and Les both agree, "We are proud that we could do what we've done and still stay in the place we like best, Sonoma Valley."



The wines of Sonoma Valley

continued from page 29

Kistler Vineyards

Wines currently sold out. Due for release in November are three Chardonnays, two Cabernet Sauvignons and a Pinot Noir.

Matanzas Creek Winery

1979 Chardonnay (Napa-Sonoma)

Sebastiani Vineyards

Burgundy (non-vintage)
1979 Chablis
1980 Grenache Rose
1980 Vin Rose
1978 Chianti
1980 Chenin Blanc
1979 Gamay Beaujolais
1979 Green Hungarian
1978 Zinfandel
Barbera (non-vintage)
1980 Pinot Noir Blanc
1980 Gewurztraminer
1979 Gewurztraminer
1979 Rosa Gewurztraminer
1980 Rosa Gewurztraminer
1979 Johannisberg Riesling
Pinot Noir (non-vintage)
Cabernet Sauvignon (non-vintage)
1979 Chardonnay

PROPRIETOR'S RESERVE SELECTIONS

1972 Barbera
1973 Barbera
1976 Barbera
1969 Pinot Noir
1972 Pinot Noir
1973 Pinot Noir
1973 Cabernet Sauvignon
1974 Cabernet Sauvignon
1976 Cabernet Sauvignon
1975 Zinfandel
1977 Chardonnay

MOUNTAIN WINES

Burgundy
Chablis
Vin Rose
Rhine
Zinfandel
Chenin Blanc
French Colombard
Pinot Noir
Cabernet Sauvignon

CHAMPAGNES

White Charmat
Fermented Brut

SOLERA DESSERT WINES

Arenas Dry Sherry
Amore Cream Sherry
Adagio Tawny Port
Dry Vermouth
Sweet Vermouth

AUGUST SEBASTIANI LIGHT WINES

1980 Country White
1978 Country Pinot Noir
1979 Country Chardonnay

St. Francis Vineyards

1980 Chardonnay (Estate Bottled, Sonoma Valley)
1980 Johannisberg Riesling (Estate Bottled, Sonoma Valley)
1980 Gewurztraminer (Estate bottled, Sonoma Valley)
1980 Gewurztraminer (Select Harvest Estate bottled, Sonoma Valley)
1979 Pinot Noir (Estate bottled, Sonoma Valley)

1979 Merlot (Estate bottled, Sonoma Valley)

Valley of the Moon Winery

VALLEY OF THE MOON ESTATE BOTTLED WINES

1980 Pinot Noir Blanc
1979 Semillon
1980 French Colombard (Dry)
1979 French Colombard
1974 Zinfandel
1976 Pinot Noir

PRIVATE STOCK WINES

Semillon
Chablis



Vin Rose
Zinfandel
Claret
Burgundy

DESSERT WINES

Sherry
Port
Cream Sherry
Tawny Port

CHAMPAGNES

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Pink
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On the move with Sam J. Sebastiani

Valley's largest winery working towards a 'common goal of excellence'

By BECKY GOEHRING

New. That little three-letter word does more to describe the direction that Sebastiani Vineyards has taken since Sam Sebastiani became president than any other in Webster's Dictionary.

Sebastiani, the eldest son of the late August and Sylvia Sebastiani, assumed control of the family-owned winery after his father passed away in February, 1979. Although standing firm alongside the family-oriented philosophy that has become a trademark for the vineyard, Sam is also ready to

expand, to update and, in general, bring the winery once again to the foreground of the wine industry in California.

A tour of the winery site on Fourth st. east with Sebastiani confirms his emphasis toward new and better. A new employee lounge, open from 6 a.m. to 10 p.m. (or later if crews are there), a new wine library, new paint inside and out, new landscaping, new equipment, new lighting.

"Our aim is to have everyone working toward a common goal, of excellence," Sebastiani commented. "Some of the steps we have taken, like the new employee

lounge, are small, but they all add up. When you walk through, you can see everyone wants to attain that goal.

"We want input from our employees, at all levels," Sebastiani continued, "for suggestions for the new facility in Schellville. We want to know what will help their job, help improve the quality of our wine. Every bit of information that is offered is used."

IMPROVING the quality of the wine that carries the Sebastiani label is the number one priority for the 40-year-old Sebastiani. He proudly announces that Sebas-

tiani wines have won gold medals at the 1981 Los Angeles County Fair, the most prestigious wine judging event in California.

(Gold medal winners were the Barbera and the Mountain Chablis.)

Perhaps the most extensive move toward re-establishing Sebastiani wines as top quality, premium wines is the construction of the new bulk wine facility in Schellville, a program that will leave the Fourth st. east facility solely committed to the proprietor reserve and premium wine production.

The bulk wines, which have been called the Mountain wines will be changed to the August Sebastiani line as soon as new labels arrive. Included in that will be the Chablis, Burgundy, Rose, Cabernet, Zinfandel, Chenin Blanc, French Columbard, Rhine and Petite Chablis.

Also new are the August Sebastiani Country Wines, the Country White Chardonnay, the Country Red Pinot Noir and the new "Light" Country White, a reduced calorie wine.

The winery maintains an inventory of 22 premium wines which include the proprietor's reserve, premium varietals and generic (vintage dated).

FOR SEBASTIANI, the separation of the two types of wine is important. "I think the new labels and the new location will help delineate that to our consumers," he said. "It will create the image of two wineries. I think you will see a better defined style of winemaking."

He explained that his father's style of winemaking was more one-dimensional, while his own wines are more robust, full-bodied products -- a style that is more in keeping with the more educated tastes of the wine-drinking public.

Part of Sebastiani's move toward improvement has been an updating of equipment used to produce the wines themselves. Sebastiani and his wife, Vickie, have traveled extensively throughout Europe, visiting wineries and wine equipment manufacturers, checking out new, modern equipment which could be used in the new facility in Schellville.

"When we finish Schellville, it will be the ultimate in wineries," Sebastiani smiled. "What we're doing is pioneering in the modernization of California wineries. We had some catching up to do when I took over, but we've passed that. Representatives will be coming to us from other wineries

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TED SCHOEN

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CHECKING LABORATORY PROCEDURES
Sam Sebastiani talks with technician Sue Downer

On the move

continued from page 32
to see how it's done."

A computerization system has been initiated at the winery, allowing data to be kept on each vineyard used by Sebastiani Vineyards. "We can analyze the grapes and with the information in the computer at the end of the harvest call up a print-out for each rancher," Sebastiani explained. "With the information, we can offer suggestions for improving the grapes, making changes here and there."

OTHER NEW changes include a complete revision of the Sebastiani champagne line. What was supposed to be an unannounced change from current champagne processing to a new line made in cooperation with Chateau St. Jean Winery was made public early when a truck carrying the first load of the new premium champagne was hit by a freight train in Martinez, spilling the contents and the secret.

"We wanted to come back with
Please turn to page 41

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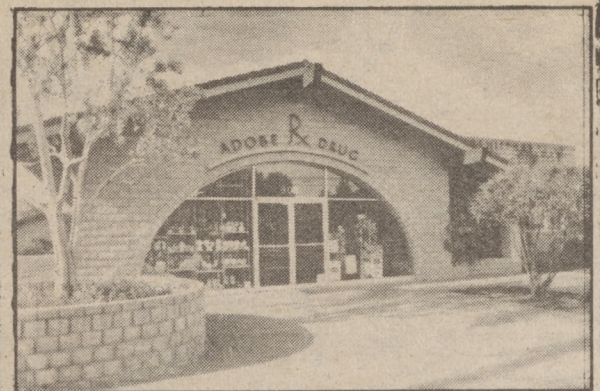
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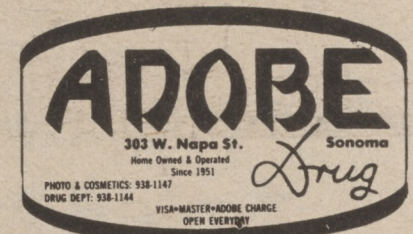


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Frank Bartholomew—dean of valley's winegrowers



THEY HAD A LOT IN COMMON

The late paper magnate and former Ambassador to Italy, J.D. Zellerbach (left) chatted with Frank Bartholomew one day a quarter of a century ago. Zellerbach, who established the Hanzell Winery in Sonoma, officiated at a ceremony here introducing Bartholomew into an international French wine-tasting society.

By ROBERT M. LYNCH

Colonel Agoston Haraszthy, founder of Buena Vista Vineyards in Sonoma, is referred to as "the father of modern California viticulture."

Frank H. Bartholomew, then, might be referred to as "the father of the rebirth of Buena Vista Vineyards and the colorful Haraszthy legend."

Eighty-three years old next month, Frank Harmon Bartholomew can be considered the dean of Sonoma Valley winemen. Although he sold Buena Vista Winery in 1968, he and his wife of 59 years, Antonia, still own more than 400 acres comprising Buena Vista Vineyards.

Their home, office, some original Haraszthy buildings and

please turn to page 36



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Frank Bartholomew

Continued from page 35

the vineyards occupy part of the original 560 acres purchased by Haraszthy, the Hungarian nobleman here in January of 1857.

Here, too, is the Hacienda Wine Cellars, a winery operation established in 1975 by Bartholomew and in which he still has a small interest.

HIS SUCCESS in the wine field

is overshadowed only by his stature in the Fourth Estate. "Bart" Bartholomew happens to be one of the nation's best known and most respected newspapermen.

Board chairman emeritus of United Press International, he served as president and general manager of United Press from 1955 to 1962.

His long love affair with United

Press matches that of his marriage to Toni.

It was February of 1921, a year before she became his bride, that he first joined United Press as Portland bureau chief.

Both marriages continue today, and octogenarian Frank H. Bartholomew's by-line may still be found atop a United Press story.

"Bart" cut his journalistic teeth as campus correspondent for the Portland Oregonian while in high

school. He subsequently had jobs on other newspapers in the area while attending Oregon State College.

After a brief Army stint in 1918 he returned to the Portland Evening Telegram where he was assistant city editor until taking the job as bureau chief for United Press in that city in 1921.

HIS RISE TO THE TOP of the UPI ladder and executive status

Please turn to page 37

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What's in a name?

Our family's name is Gemini, and our ancestors were among the very first to settle in Glen Ellen.

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Frank Bartholomew

Continued from page 36

opened to Bartholomew the doors of rulers and other personages throughout the world, but it was

as a working reporter and war correspondent that he achieved the respect and admiration of his peers and the readership of millions.

He was at the front with U.S. forces during World War II in New Guinea, the Aleutians, Okinawa and the Philippines.

His most memorable moment was covering the Japanese surrender aboard the battleship USS Missouri in Tokyo Bay in 1945.

"It was an indescribably emotional scene," Bartholomew recalled. "The years of fighting, loss of life and destruction were at last terminated. And here was General Douglas MacArthur, as

pale as death, a few feet from me saying 'The representative of the Emperor of Japan will now come forward and sign the documents of surrender.' It was this reporter's most memorable happening."

If that wasn't thrill enough for one man, it was "Bart" among all the Fourth Estate who was chosen to represent the combined world

Please turn to page 38



15 YEARS AGO

UPI board chairman Frank Bartholomew and I-T publisher Bob Lynch "talked shop" over a glass of Buena Vista wine. Frank and Toni Bartholomew were close friends of Lynch's late aunt and uncle, Celeste and Walter Murphy, former Index-Tribune publishers.

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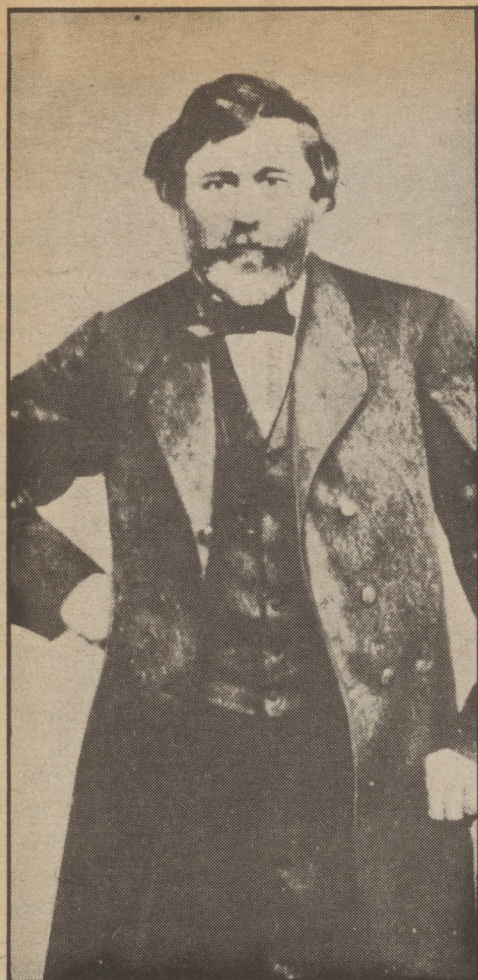
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COL. AGOSTON HARASZTHY

With the restoration of Buena Vista Winery and Vineyards in the 1940s, Frank and Toni Bartholomew brought a renewed interest in this Hungarian nobleman who was to become known as "The father of modern California viticultural," after establishing the Buena Vista wine operation in 1857 here.

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Frank Bartholomew

Continued from page 37

press in covering the post-war Bikini atomic bomb test in 1946.

He was the lone newspaperman occupying an observer's seat on the plane accompanying the bomb carrier that memorable day a

year after the first atomic bomb was dropped on Hiroshima.

Bartholomew recalls that the fact that they gave him a

parachute to wear did little to ease the tenseness and fear during that history-making experience.

FRANK AND TONI BARTHOLOMEW "discovered" Sonoma Valley while he was on a "rest and recreation" leave from the Pacific Theatre of war in 1943. They were guests of the late Howard Makelim, San Francisco industrialist, at his Kenwood ranch. Makelim told him about "a scenic piece of property near Sonoma" that was being offered for sale by the State of California.

The "scenic piece" was the old Haraszthy acreage at Buena Vista, and Bartholomew and Makelim spent the next day looking it over.

One day later the on-leave war correspondent was in Sacramento where the final bids were to be received and opened.

"We had put together a bid based on money, marbles and chalk -- around \$18,000 as I recall. I was one of 11 bidders, and the only one who personally showed up in Sacramento -- so they opened my bid first," Frank recalled.

"So I had 10 cases of the shakes as each of the remaining bids were opened. One came awfully close, but ours was high."

"I went home and announced to Toni that I had a birthday present for her. A ranch. 'A ranch? That's all we need, with you covering the war,' was Toni's reply," said Bartholomew. "I told her I wanted her to plant a vineyard."

BART HAD NOTED that there was still an acre of Zinfandel vines at Buena Vista remaining from the Haraszthy era, and he wanted to add to it. That original acre of Zinfandel is still bearing, by the way.

The land put up for bid by the state consisted of two parcels, extending from the old Buena Vista Vineyards property on the west and south, north and east to the hilltops beyond Wood Valley.

The northern piece was purchased by the late Admiral Charles M. Cooke and consisted of some 600 acres.

The Bartholomews' purchase involved 444 acres, and included in addition to the old Buena Vista Winery buildings, Haraszthy barn, a caretakers' cottage and outbuildings, a two-story building constructed in the 1930s by the State of California as a women's correctional facility.

When Bart went back to cover the war, Toni set out to plant the vineyard he wanted, enlisting the help of a big, kindly man named James F. Lyttle.

Lyttle, later to become a County Supervisor and Fair Manager,

Please turn to page 39



- Children's Faire
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Frank Bartholomew

Continued from page 38

was then foreman for the Louis Martini Vineyards high atop the ridge dividing the Sonoma and Napa county lines, overlooking both valleys.

JIM LYTTLE advised Toni to start with some Cabernet grapes, following up with the planting of Sylvaner and Johannisberg Riesling.

It was quite an experience for the attractive Antonia Bartholomew, former school teacher and charming hostess to their many friends at Bart and Toni's home in Glenbrook, Nevada and part-time residence in San Francisco.

She was suddenly a shirtsleeve, working vineyardist, thanks to Bart's surprise "birthday present."

Bart chuckled as he recalled receiving mail while covering the war zone in Saipan. Included was a letter from his harried wife which said simply, "Come back, you coward!"

HOME FROM THE WAR in 1946, Bart divided his time between his vineyard venture and United Press job, including coverage of the war in China, fall

of Shanghai, the Korean War and the Indo-China conflict.

With the vineyards doing well at Buena Vista Rancho, it seemed providential when Andre Tchelistcheff, the famed enologist at Beaulieu Vineyard in the Napa Valley, came to Bartholomew one day and said, "You have historic ground here. Why don't we get together and make some wine?"

Each put up some capital, and Bart provided the buildings, facilities and power, and historic Buena Vista -- the Haraszthy cellars -- was once again making wine.

That the Tchelistcheff - Bartholomew partnership was palatable was evidenced by the success of their very first wines to be marketed.

Buena Vista Vine Brook, a blend of Sylvaner and Chardonnay, won awards at the Los Angeles County Fair and state International Wine Show in Sacramento.

Their limited quantities of Cabernet and Johannisberg Riesling won immediate acceptance. The Palace Hotel in San Francisco and Sun Valley Lodge, Idaho, were among initial customers.

"It worked out too well," Bartholomew said. "By the end of

four years, we had passed Beaulieu Vineyards in sales."

THIS WAS TO MUCH for the de

Latour family, Beaulieu's owners, who told Tchelistcheff "One BV is

Please turn to page 40

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Frank Bartholomew

Continued from page 39

enough for you. It's either Beaulieu Vineyards or Buena Vista," according to Bartholomew.

The famed Russian-born enologist had started with Beaulieu in 1938 and his loyalty to the de Latour family was the key to his decision to leave his part-time but successful partnership with Frank Bartholomew.

"He was such a good man, and I learned so much about wine-

making from him," said Bartholomew.

In reflecting on those early years, Toni and Bart, the chief obstetricians in the rebirth of historic Haraszthy vineyards and winery, point to Tchelistcheff, Jim Lyttle and professors in the enology department at the University of California, Davis as providing the guidance which led to their success.

"We followed their advice. People in the wine industry then had time to help a newcomer. This

fighting today among wine families and between wineries is something new. I'm sorry to see it come," said Bartholomew.

THE BARTHOLOMEWS were using only the smaller stone winery on the property at the time of their early bottling successes.

One day in 1949 Paul Rossignaux, owner of the Napa and Sonoma Wine Company in San Francisco, visited Buena Vista and told Bartholomew that if he would agree to restore the big winery building, he would lease it and move his cooerage here from San Francisco.

Bart agreed and the Napa and Sonoma Wine Co. soon occupied the spacious old winery with its limestone caves. The venture lasted only a few years, when, due to ill health, Rossignaux was forced to abandon the Buena Vista site.

On the bright side, the restored bigger winery building gave the ever-growing Buena Vista Winery operation the room it would soon need for expansion.

EVENTUALLY there occurred a conflict of demands.

Like BV enologist Andre Tchelistcheff, Frank Bartholomew's loyalties lay with United Press International. The born newspaper reporter who learned to be a successful

vineyardist and wineman was torn.

Young's Markets of Los Angeles, Buena Vista's prime southern California distributor, was demanding more and more production, which the still small winery could not fulfill.

"When I told them my main job was still with UPI (Bartholomew was chairman of the board at the time), Young's officials suggested I sell the winery to them," said Bartholomew. "I really didn't want to, but I finally did."

That was in 1968. Young's took ownership of the winery buildings and some 17 acres of land including a small portion of vineyard. The Bartholomews retained more than 400 acres of Buena Vista Vineyards and the title to Haraszthy's famed Buena Vista Vinicultural Society.

The new owners, according to Bartholomew, "got a little too big for their boots." They dismissed the late Al Brett, winemaker at Buena Vista for 10 years with the Bartholomews, and also Jan Haraszthy, grandson of Col. Agoston Haraszthy, whom Bart had invited to become part of the Buena Vista staff.

WHEN IN 1974 the new owners informed Bartholomew that they would no longer be a customer for Buena Vista Vineyards grapes,

Please turn to page 41



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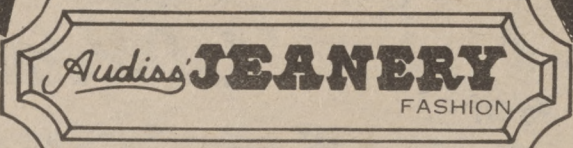
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Frank Bartholomew

Continued from page 40

Bart didn't waste time in searching for new customers to take up the slack.

He invested \$50,000 in remodeling the nearby two-story former state women's institution structure -- which had been used as Sonoma Valley Community hospital and later a rest home -- into a brand new wine enterprise he called Hacienda Wine Cellars.

When it first opened in 1975, Hacienda featured top wines from Sonoma and Napa county wineries, while its own new wine-making facilities were being set up for production.

In a few years Hacienda's wines were being bottled and eventually marketed -- including prize-winners in local and out-of-state competitions.

"Hacienda began to grow faster than we had anticipated," Bartholomew recalled last week. "It seemed that the more I tried to retire, the more I got enmeshed in something new."

A FEW YEARS AGO Bart sold 85% of Hacienda Wine Cellars to an old friend and Bohemian Club camp-mate, Crawford Cooley of San Francisco. Bartholomew retained a 15% interest "to keep my

hand in" -- and also ownership of the buildings and property of the Hacienda operation, which Cooley leases.

Next door, the historic Buena Vista Winery which the Bartholomews had laboriously and lovingly returned to prominence, was being sold by Young's Markets to a prominent German wine and spirits distributing firm, Moller-Racke.

The German conglomerate, since its purchase of Buena Vista Winery three years ago, has displayed a deep interest in the winery's history and is emphasizing a quality product and local involvement.

The Bartholomews have been very supportive of the new firm's efforts under the managership of personable Hubertus Von Wulffen who has instituted a varied series of summer concerts at the winery.

Two years ago Frank Bartholomew retired from United Press International -- after 57 years as a working newsman who had achieved the most rarified of journalistic heights.

THESE DAYS -- on the eve of his 83rd birthday -- you can usually find Bart in his office at Buena Vista Rancho. He's considering

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Sebastiani

continued from page 33

a truly elegant champagne," Sebastiani explained. "The initial batch was coming from Sonoma county and eventually it would be purely Sonoma Valley and estate-bottled. Half the work was being completed at Chateau St. Jean (they have the mechanisms for producing champagne) and half here at our winery."

Sebastiani encounters both frustrations and satisfactions as head of one of the largest wineries

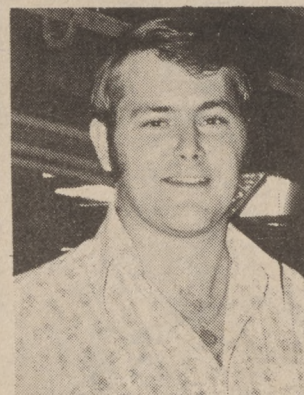
in the United States. "The frustrations, if it can be called that, is the unknowns in undertaking such a big change," Sebastiani reflected. "I don't know how the changes in our techniques, the changes in the wines will be received in the world. We hope it will be well received and early indications are proving that."

The satisfactions? "I can see everyone working toward a common goal," he smiled. "We have

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Owning a vineyard

(Herbert Cerwin is a well-known public relations consultant who divides his time between Sonoma and San Francisco. On his 20-acre place here 25 years ago he and Mrs. Cer-

win planted a vineyard. This is a story of his experience.)

By HERBERT CERWIN

"Let us get up early to the vineyards; Let us see if the vine

flourish, whether the tender grape appear...there will I give thee my loves."

These few lines are from the Book of Solomon, Chapter VII, Verse 12.

There are times when we feel our love for our vineyard, and occasions when we hate it. It has

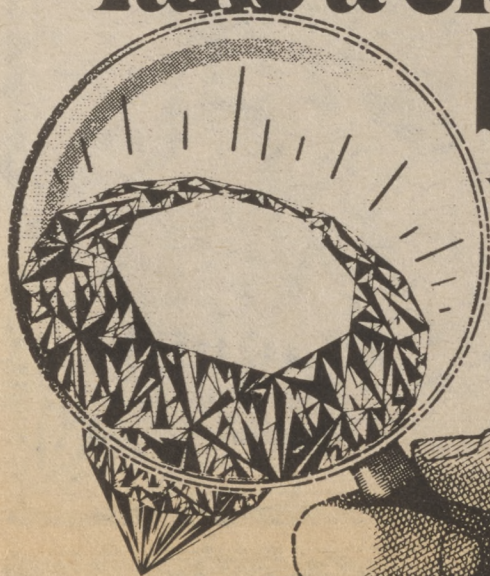
changed our lives. It has anchored us to the land, as Jack London once wrote.

For owning a vineyard, unless one is rich, means a lot of work, and always problems. Right now our vineyard has suffered greatly

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*Maximum PTO hp at 2600 engine rpm for the 650 and 850. 2400 engine rpm for the 750, 950 and 1050. All ratings by official test, except for the 650 and 750, which are factory observed.



Owning a vineyard

Continued from page 42

from the heat: the crop is 25 percent below last year. This has been the first time that I can recall that our grapes were picked in August.

The vines are turning a hard yellow from the sun. And as it always happens after the grapes have been picked, the vineyard takes on a tawdry appearance, as if it had been raped.

WHEN WE FIRST bought our



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20 acres in Sonoma, we never thought of owning a vineyard.

Only millionaires own vineyards. After having lived abroad for 10 years, we decided to return, and my wife, Dagmar, was wise enough to say: "Let's get a place in the country. Perhaps in Napa or Sonoma."

And so we looked and looked and then we spent a weekend with our friends Toni and Frank Bartholomew who were then beginning to rejuvenate the Buena Vista Winery. Dagmar told them about our dream.

Frank or Pancho, as we used to call him, was then vice president of the United Press. He told us about a piece of land across from him and so we went to see it. It was full of poison oak, the remains of a burned house, and piles of junk. But there was a covey of quail. The quail got to us.

We walked around, followed deer trails and I said it was like a jungle. "But a private jungle," Dagmar said.

AND SO THE OLD dying fruit trees in front were pulled out and the ground was plowed. When we mentioned to our friends that we were thinking of planting a vineyard, they thought we were out of our minds.

But we went ahead with the project, first putting in stakes and then planting the St. George wild

root which eventually had to be budded.

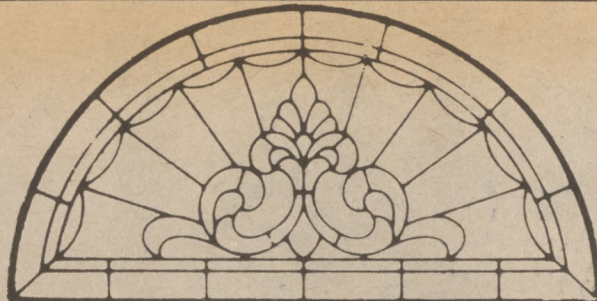
The University of California at Davis suggested we plant Gewurztraminer and Johannisberg Riesling. "They will do well," Dr. Winkler said, and arranged for us to get the European cuttings to be budded on the wild stock.

When eventually we had grapes, there was little demand for them. Hardly anyone drank white wine. The grape getting high prices, the one the wineries could not get enough of, was Cabernet Sauvignon. Today the trend has changed. Traminer and Chardonnay get far more than the best Cabernet.

Our vineyard is no hobby. It always has been a commercial venture. Over the years, it has taken much of our attention and time. We are indeed wedded to it, and recently celebrated its silver anniversary by mulching the soil well and giving it more fertilizer.

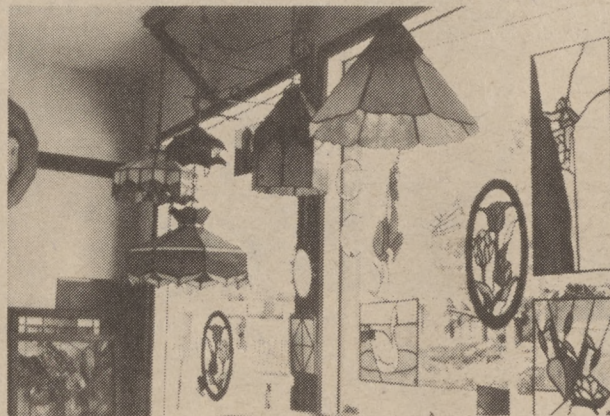
THE VINEYARD ALSO has played an important role in our lives. On two occasions, it decided our future. About 15 years ago, Nelson Rockefeller, for whom I had worked, telephoned from New York. Frank Jamieson, in charge of the public relations for the Rockefeller brothers, had died. Would I take over?

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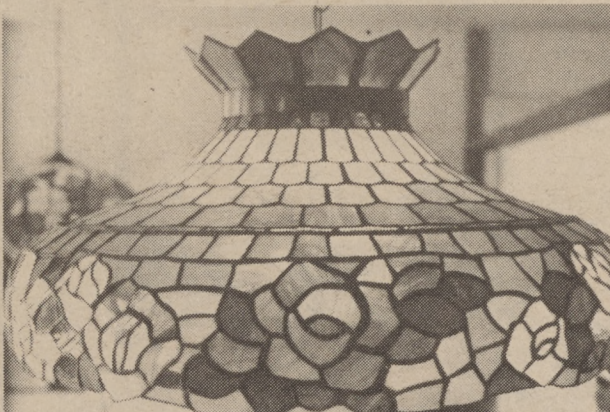


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Owning a vineyard

Continued from page 43

Dagmar and I walked around the vineyard that late afternoon. We went down one of the rows. They were heavy with Traminer grapes, tiny, reddish-golden in color.

The vines were our friends. So were our oaks, our madrones, our hills. We couldn't leave them.

When our neighboring vineyardist, Frank Bartholomew, became president of United Press, again another tempting offer came from New York. He gave many reasons and arguments why I should accept. But as he talked, I knew the answer.

He understood how I felt, for

after four years, he resigned. His own vineyard brought him back to Sonoma. Today, in his eighties, he is still there tending the vines.

LOOKING BACK on when we first had our vineyard, I remember uncovering some of the budded vines. Tiny shoots had formed. They seemed like newborn babes. Our vineyard was coming alive.

It takes four years for a vineyard to produce grapes. I learned to bud and graft, and the vines that had not taken Darmar and I did ourselves. When they

Please turn to page 45

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Light Country White

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1981 grape harvest -- one for the books

By JOHN LYNCH

1981 looks to go down in the record books as being the earliest season ever for grape harvesting in Sonoma County.

Fueled by consistent warm to very hot weather throughout the summer months, wine grapes in Sonoma Valley and in almost every other area of the county developed at a dizzying pace.

The harvest and crush is now about three to three and a half weeks ahead of schedule.

The first winery here to begin its crush was the mountaintop Hanzell Vineyards, which kicked things off way back on August 16. And Chateau St. Jean started picking Chardonnay and Pinot Noir grapes for its sparkling wine production as early as the last week of July!

All local vintners and oldtimers tend to agree that this is the earliest year for grapes ever here.

And that led to some concern over what the quality and character of the resulting wine might be. Those concerns,

however, have since pretty much subsided.

EXCESSIVE HOT weather is known to tamper with precious acid levels in grapes and many winemakers expressed fears that the "acids" just wouldn't be adequate.

Preliminary reports indicate, though, that the acids are quite good, not to mention the sugar levels, which in some varieties were actually too high.

Grapes were ripening so fast and being trucked to the wineries at such an accelerated pace that some vintners had a hard time keeping with the flow, not to mention the storage problems it created.

"We're up to our ears in grapes," was the familiar cry throughout late August and the early part of this month.

Sebastiani Vineyards, in fact, crushed a record 459 tons of grapes in one day on Sept. 11!

Owning a vineyard

Continued from page 44

"took," we gave them names of friends.

In April of the fourth year, I put a sulphur duster on my back and walked down the rows, giving each vine a puff of the stuff in order to prevent mildew. I got it, too, in my eyes, in my nose, in my ears.

One evening at a party I was asked about the Chinese helper I had in our vineyard, and how I was able to get him.

"I have connections," I said, not revealing that it was my wife, wearing a Chinese coolie coat I had bought her at Gump's for Christmas.

OWNING A SMALL vineyard is not easy. We are dependent on so many people. When we had serious problems, it was August Sebastiani who often helped us, gave us sage advice. We shall never forget him.

please turn to page 48

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Medals galore

Valley wineries were hot in summer wine judgments

By JOHN LYNCH

Sonoma Valley wineries once again experienced great success in two major summer wine judgments in 1981, winning 19 medals at Los Angeles County Fair last month and an unprecedented 45 medals at the June Orange County Fair competition in Anaheim.

Local wines garnered 19 gold medals between the two judgments with Kenwood's Chateau St. Jean leading the way with eight golds.

At the Orange County Fair competition -- the only one of its kind to judge wines on the basis of price -- Chateau pulled in five gold medals, and its neighbor, Kenwood Vineyards, won three golds.

Each winning a single gold medal were Glen Ellen's Grand Cru Vineyards, Hacienda Wine Cellars, Buena Vista Winery and Haywood Winery.

Several wineries also won silver and bronze medals, as well as other awards.

In the L.A. County Fair judging Richard Arrowood and crew at Chateau St. Jean again topped all gold medal recipients, winning three. Sebastiani Vineyards came through with two medals and winning one each were Kenwood Vineyards and Buena Vista Winery.

Again, local wineries received other medals and awards.

Many of these award-winning wines are available at the wineries or at a number of stores and businesses throughout the valley.

HERE IS a complete list of the award-winning Sonoma Valley wines:

Orange Co. Fair

CHATEAU ST. JEAN -- Gold medals: 1980 Sonoma Valley Sauvignon (Fume) Blanc (St. Jean Vineyards); 1980 Sonoma County Fume Blanc; 1980 Sonoma County Gewurztraminer (Frank Johnson Vineyards); 1980 Belle

Terre Selected Late Harvest Gewurztraminer; 1979 Alexander Valley Chardonnay (Gauer Ranch). **Silver medals:** 1980 Napa Valley 'Dry Fume' Blanc; 1980 Alexander Valley Johannisberg Riesling (Robert Young Vineyards); 1979 Alexander Valley Chardonnay (Robert Young Vineyards); 1979 Alexander Valley Chardonnay (Belle Terre Vineyards); **Bronze medals:** 1980 Alexander Valley Johannisberg Riesling (Robert Young Vineyards, early harvest); 1980 Sonoma County Johannisberg Riesling; 1980 Alexander Valley Johannisberg Riesling (Robert Young Vineyards, Selected Late Harvest); 1980 Alexander Gewurztraminer (Belle Terre Vineyards).

KENWOOD VINEYARDS -- Gold medals: 1980 Sonoma County Sauvignon Blanc; 1980 California Dry Chenin Blanc; 1979 Sonoma Valley Chardonnay (Beltane Ranch). **Bronze medals:** 1980 Sonoma Valley Gewurztraminer;

1980 Sonoma Valley Johannisberg Riesling (early harvest); 1978 Sonoma County Pinot Noir; 1978 Sonoma Valley Cabernet Sauvignon; 1978 Sonoma Valley Zinfandel.

GUNDLACH-BUNDSCHU WINERY -- Silver medal: 1980 Sonoma Valley Johannisberg Riesling (estate bottled). **Bronze medals:** 1978 Sonoma Valley Merlot (estate bottled); 1979 Sonoma County Gewurztraminer; 1979 Sonoma Valley Cabernet Sauvignon (Batto Ranch); 1979 Sonoma Valley Cabernet Sauvignon (Olive Hill Vineyard).

GRAND CRU VINEYARDS -- Gold medal: 1978 Alexander Valley Cabernet Sauvignon (Garden Creek Ranch Collector's Series). **Silver medals:** 1978 Alexander Valley Gewurztraminer (Garden Creek Ranch 'Induced Botrytis'); 1978 Clarksburg-Yolo County Chenin Blanc (Cook's

Please turn to page 47

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Medals galore

Continued from page 46

Delta Vineyard). **Bronze medals:** 1980 Alexander Valley Gewurztraminer (Garden Creek Ranch); 1978 Sonoma Valley Zinfandel (Estate bottled, late harvest).

SEBASTIANI VINEYARDS -- Silver medals: 1980 Northern California Chenin Blanc; non-vintage Northern California "Adagio" Tawny Port. **Bronze medals:** 1973 Northern California Pinot Noir ("Proprietor's Reserve"); non-vintage Northern California Cabernet Sauvignon.

ST. FRANCIS VINEYARDS -- Bronze medals: 1979 Sonoma Valley Merlot (Estate Bottled); 1979 Sonoma Valley Johannisberg Riesling (Estate Bottled); 1979 Sonoma Valley Chardonnay (Estate Bottled).

HACIENDA WINE CELLARS -- Gold medals: 1978 Sonoma Valley Cabernet Sauvignon (Buena Vista Vineyards). **Bronze medals:** 1979 Sonoma County Chardonnay ("Claire de Lune"); 1980 Califor-

nia Dry Chenin Blanc.

BUENA VISTA WINERY -- Gold medals: 1977 Sonoma Cabernet Sauvignon (Cask 34). Silver medals: 1979 Sonoma Gewurztraminer.

HAYWOOD WINERY -- Gold medals: 1980 Sonoma Valley White Riesling (Estate Grown).

MATANZAS CREEK WINERY -- Bronze medals: 1978 Sonoma County Cabernet Sauvignon (Estate Bottled).

L. A. Co. Fair

CHATEAU ST. JEAN -- Gold medals: 1980 Sonoma County Fume Blanc; 1980 Individual Bunch Selected Late Harvest Gewurztraminer; 1980 Vin Blanc. Silver medals: 1980 Selected Late Harvest Alexander Valley Johannisberg Riesling (Robert Young Vineyards); Bronze medal: 1979 Alexander Valley Chardonnay (Gauer Ranch); Honorable Mention: 1980 Sonoma County Gewurztraminer (Frank Johnson)

SEBASTIANI VINEYARDS -- Gold medals: 1976 Proprietor's Reserve Barbera; 1978 Chianti; Bronze medals: 1979 Gewurztraminer; 1980 Grenache Rose; non-vintage Arenas Dry Sherry; non-vintage Amore Cream Sherry. **First Awards:** Mountain Chablis; Mountain Cabernet Sauvignon; Mountain Rose (all non-vintage); **Second Award:** Mountain Rhine.

BUENA VISTA WINERY -- Gold: 1979 Heritage Chardonnay; Silver: 1979 Chablis; Bronze: 1978 Cabernet Sauvignon; Honorable Mention: 1979 Johannisberg Riesling.

KENWOOD VINEYARDS -- Gold: 1979 Beltane Ranch Sonoma Valley Chardonnay; Bronze: 1980 Sonoma Valley Pinot Noir Blanc; 1980 Dry Chenin Blanc.

Please turn to page 48



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Frank Bartholomew

continued from page 41

the next new planting of vineyard, or working on his memoirs. Or he's on the telephone to the UPI office in San Francisco, chewing out a staffer for a story that was missed, or complimenting a good reporting job.

"I'm very proud to have been permitted to be part of the wine industry -- part of newspaper history," Bartholomew commented last week.

"Living in this chosen community has been a particular delight. I've been all over the world, and it's hard to describe the warm feeling of coming home when I return to Sonoma Valley.

"It's the setting, the climate and the nice people."

The "nice people" of Sonoma Valley owe a debt of gratitude to Frank and Toni Bartholomew for the rebirth of Buena Vista Vineyards and winery; for their contribution to wine history in shedding renewed interest in Col. Agoston Haraszthy, father of

modern California viticulture -- and for their general contributions which pay tribute to this chosen spot of all the earth.

Sebastiani

continued from page 41

weekly meetings to taste and evaluate wines, to set our targets, to name our goals. Input from all employees is welcomed and encouraged. There's an enthusiasm that spreads throughout the plant."

With a man like Sam Sebastiani in charge, that's easy to understand. His simple commitment to creating a premium wine that will be appreciated and enjoyed by the public, his concern for the employees of his plants and the sense of history and tradition that surrounds him, creates an aura that can't fail.

Owning a vineyard

Continued from page 45

Jim Bundschu has tended our vines with loving care for many years and to him we are also grateful.

Perhaps the greatest thrill we remember about our vineyard was when the first crop was picked. The late Al Brett was then the winemaker at Buena Vista and in the spring we tasted the wine from our grapes. It was a dramatic, exciting experience.

I like old Samuele Sebastiani's saying: "If the first glass is good, and it warrants a second glass, then the wine is good."

His grandson, Sam, knows our grapes make fine wine, and much of the fine Gewurztraminer he bottles is made from our grapes.

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Medals galore

Continued from page 47

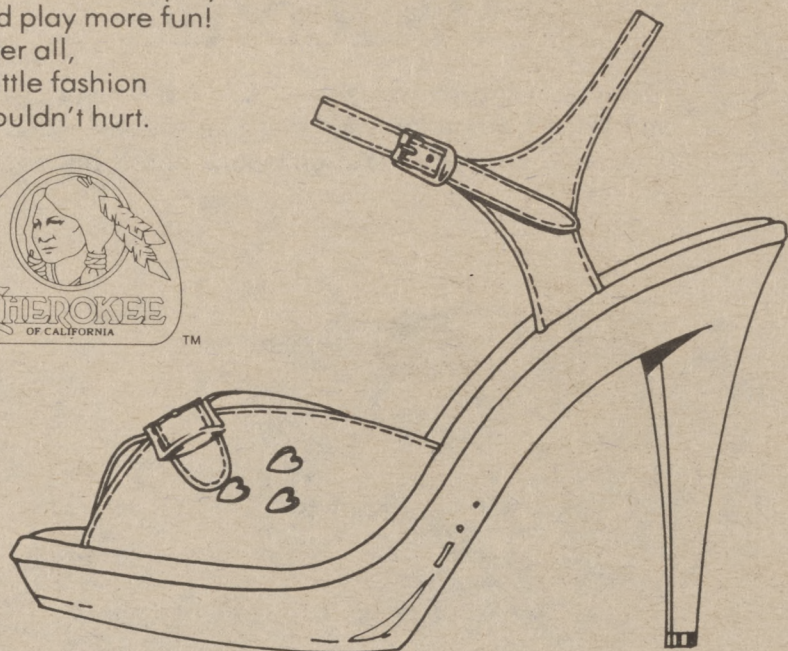
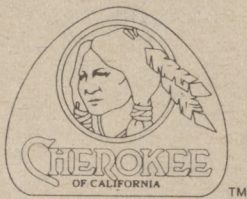
Honorable Mention: 1980 Dry Chenin Blanc.

GRAND CRU VINEYARDS -- Silver: 1978 Induced Botrytis Gewurztraminer;

HAYWOOD WINERY -- Silver: 1980 White Riesling (Estate Bottled).

a little fashion shouldn't hurt

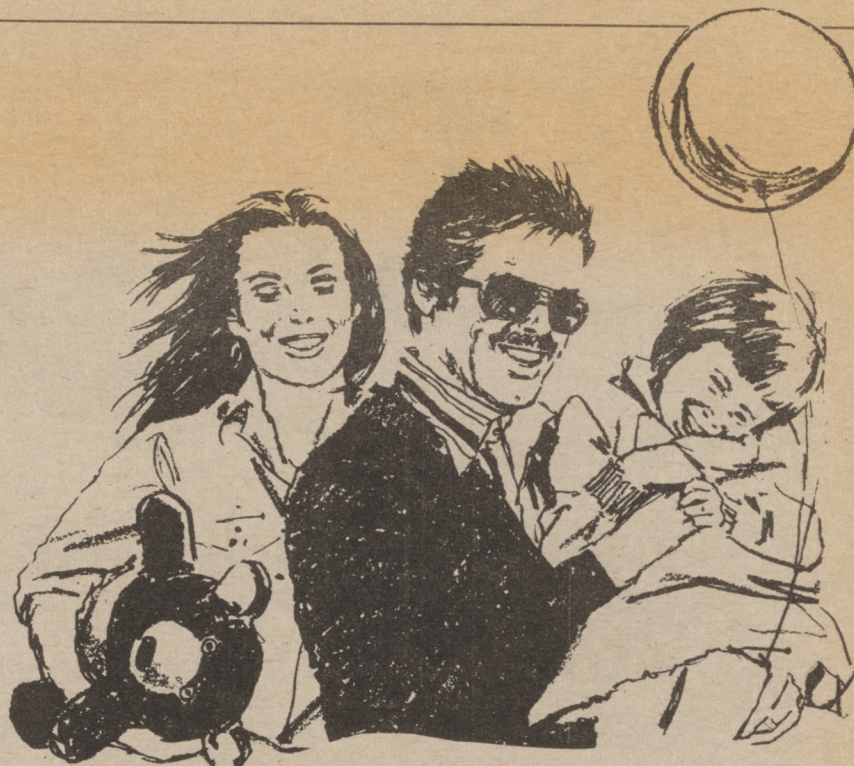
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Recipes for complete use of grapes

Why not try these wine country meals?

By JACKIE KRAMER

Living in the midst of the wine country in Sonoma Valley, with its abundance of award-winning vintages, it's easy to forget that the only use for the grape is not necessarily just for drinking.

Here are some recipes using grapes, grape leaves, and that delectable end product, wine, from salad to dessert. All are

taken from cookbooks published locally.

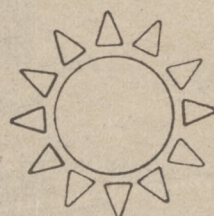
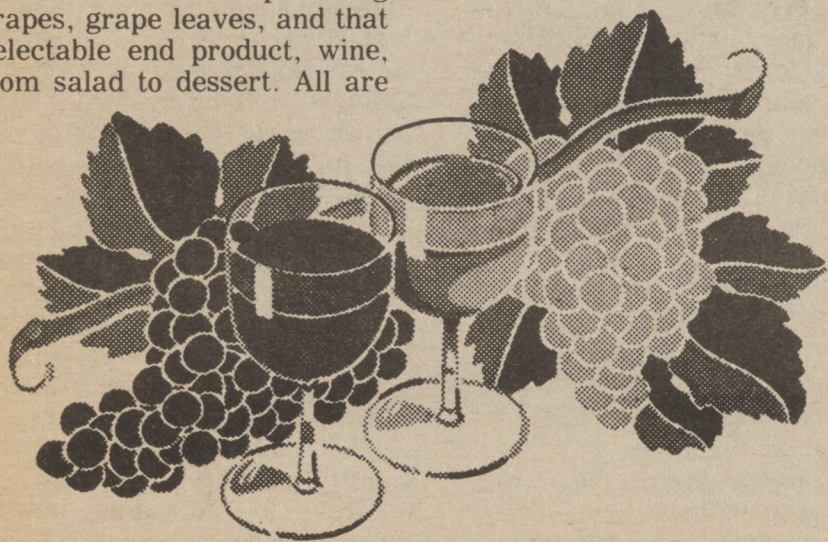
These recipe tomes include "A Culinary Visit to Historic Sonoma," out this month and for sale beginning Vintage Festival weekend at Sign of the Bear, Victorian Court Books, and Vasquez House (\$6.95). It is published by the Sonoma

League for Historic Preservation.

Another fascinating cookbook is "Greek Cookery, Marin," published by the Ladies Philoptochos Society Chapter 451 of the Nativity of

Christ Greek Orthodox Church in Novato. Blanchette George of Sonoma was instrumental in achieving publication of this book of marvelous Greek recipes.

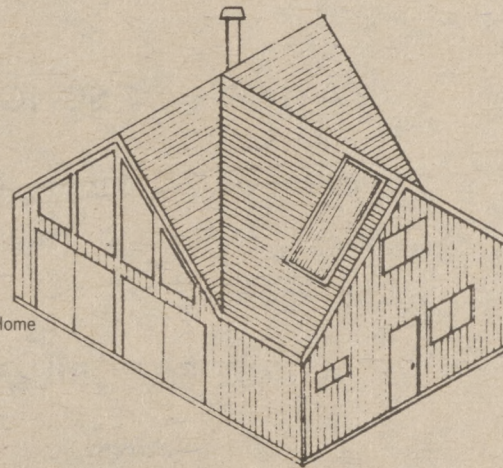
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Recipes

Continued from page 49

The book is available at many local stores or may be ordered by writing the Society

at 1110 Dickson dr., Novato 94947, and enclosing a check for \$8.

Last, but certainly not least, is the cookbook published by the Finnish-American Home Association Ladies and Friends. For information on ordering this book, write Sylvia

Mannila, 7700 Ricardo Court, El Cerrito 94530.
Bon appetit!

PORT WINE SALAD

- 1 large or 2 small pkgs. raspberry Jello
- 1 cup boiling water
- 1 cup Port wine
- 1 large can crushed pineapple with juice
- 1 large can whole cranberry sauce
- 8 oz. cream cheese
- 8 oz. sour cream

Combine Jello, water, wine, pineapple with juice, whole cranberry sauce. Place in loaf pan and refrigerate until set. Whip together cream cheese and sour cream and spread over set Jello. Cut into squares to serve. --(Susan Drake) "A Culinary Visit to Historic Sonoma"

BRUSSELS SPROUTS WITH SEEDLESS GRAPES

(Serves 6)

- 1 1/2 lbs. brussel sprouts
- 1 1/2 tbsp. butter
- 2 tbsp. heavy cream
- 2 tsp. orange marmalade (orange or lime)
- 1 cup seedless grapes

Cook sprouts in boiling water until tender-crisp, about 5-7 minutes. Drain well. Heat butter, cream and marmalade in saute pan, stirring until it

begins to bubble. Add sprouts and grapes, toss gently until heated through. --(Marion Chopson) "A Culinary Visit to Historic Sonoma"

HOME PRESERVED GRAPE LEAVES

Grape leaves should be picked when they are young, tender and shiny. The wild grape variety of leaves are best for dolomathes. However, grapeleaves from Thompson seedless vines, as well as other varieties with a broad leaf, are suitable.

Wash the leaves thoroughly and remove stems down to the leaf. Arrange in stacks of 10 or 15 leaves, each face up. Roll all together, making one large roll, and tie with string. Set aside.

In large stainless steel kettle, bring to a boil 2 quarts water with 1/2 cup salt. Drop the bundles into boiling water and let boil a few minutes. Remove one at a time and cool slightly. Pack as tightly as possible. Cover with brine and place upside down until cool.

TO FREEZE: Grape leaves should be washed, stems removed and dried thoroughly. Place in freezer paper and seal carefully. This keeps for at least 6 months. When ready to use, thaw in hot boiling water. "Greek Cookery, Marin"

Please turn to page 51



"It costs \$2.15 to buy enough grapes for a single bottle of Chardonnay. Since Cabernet Sauvignon cost less, a bottle's worth of grapes cost a mere \$1.50. French oak barrels now cost \$300 each, about 85 cents a bottle just for the oak to age a red wine in. Glass, paper, corks, capsules, the price of labor --all have gone up significantly. And too often overlooked by everyone (except the winemaker) is the cost of money -- the interest on what must be borrowed to hold wine for a few years is escalating at an alarming rate."

—Michael Mondavi, Napa Valley winegrower.

Recipes

Continued from page 50

GRAPE LEAVES STUFFED WITH RICE (Nestethemes Dolomathes)

50 grape leaves, fresh or
preserved in brine
3 medium onions, chopped
1½ cups olive oil
2 cups rice
1 cup water
1 cup parsley, chopped
2 tbs. Pignola nuts
2 tbs. currants
Salt and pepper to taste
Juice of 1 lemon

Prepare filling as follows:
Saute onions in ½ cup oil until
golden. Wash rice and drain
well. Add to onion mixture with
water. Cover and let simmer
for 10 minutes. Add parsley,
Pignola nuts, currants, salt and
pepper and lemon juice. Set
mixture aside to cool.

Rinse and drain grape leaves
if preserved in brine. If fresh,
pour hot water over them to
prepare for stuffing. Cut stem
close to leaf and separate each
carefully. Place leaf in palm of
hand, shiny side down, add 1
teaspoon of filling and roll
loosely, as rice will expand.
Place seam side down on bot-

tom of large saucepan which
has been covered with grape
leaves. Repeat each grape leaf
in same manner until all are
used, layering them closely.
Add 3 cups of water, dash salt, 1
cup olive oil and juice of 1
lemon. Cover with a heavy
plate and simmer for 45
minutes or until rice is cooked.
Serve cold. --"Greek Cookery,
Marin"

WINE CAKE

1 box yellow cake mix
1 (3 oz.) pkg. instant vanilla
(or lemon) pudding
¾ c. salad oil
¾ c. cream sherry
1 tsp. nutmeg
4 eggs

Mix all at once with electric
mixer for 5 minutes. Pour into
greased and floured Bundt cake
pan. Bake at 350 degrees for 45
minutes. Cool in pan for 30
minutes before turning out of
pan. Sprinkle with powdered
sugar when completely cool.

Variation by Kathryn
Chester: Cream 1/3 cup soft-
ened butter with 2/3 cup light
brown sugar until light and
fluffy. Gradually beat in:

2 tbs. heavy cream
2 tsp. brandy
1½ tbs. sherry

Swirl over cooled cake. Omit
powdered sugar.

Note: If mixture curdles dur-
ing beating, put ingredients in-
to saucepan and heat slowly un-
til smooth. Cool. --(Sylvia
Jambeck) "F.A.H.A. Ladies
and Friends Cookbook, 1979"



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—Julian Jeffs

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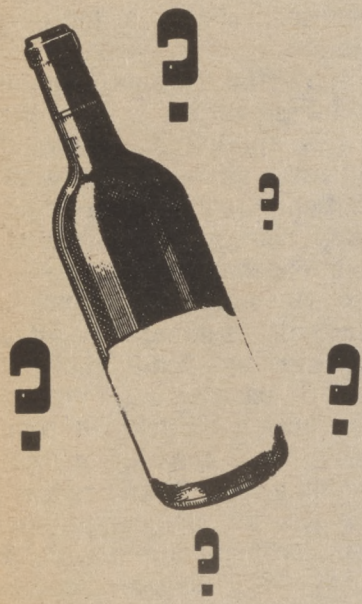
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Some storage tips from local wine enthusiast

What do you do with a bottle of wine?



EDITOR'S NOTE: (Bud Modlin is a Sonoma Valley resident who teaches wine appreciation courses here at the Community Center. A former resident of Hawaii, he taught at the University of Hawaii, where he introduced a wine educational program. Modlin has also assisted wine programs for many restaurants and other businesses).

By BUD MODLIN

Here it is harvest time again, and the "crush" is on. With all the new wineries appearing each year, and the vineyard designations creating more and more separations and choices, one

begins to wonder if there could eventually be a wine 'glut'.

In the retail trade, the merchant must wonder what he is going to do with another bottle of wine. Where can he put it so that it will sell when he already has his shelves bulging from different labels. Wondering how to solve this problem presented another thought, tongue-in-cheek-if you wish, What Do You Do With A Bottle Of Wine?

I was able to reach out and pick the brains of some of my friends and confidants who supplied me with about 18 or 20 things you can do with a bottle of wine, in addition to drinking it! Some were amusing, some down right practical and interesting.

Example: the entrepreneur will put it on his wine list, the merchant on his shelf for sale; the winemaker will have it analyzed; another will hide it from his wife; some will make wine vinegar; others will cool it in their refrigerator.

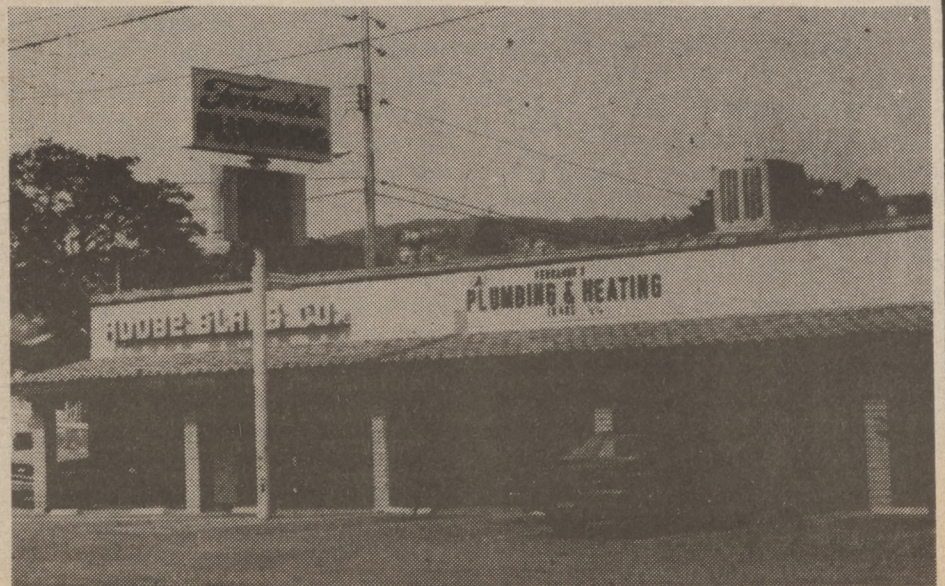
Someone suggested that if it were valuable it could be donated to a wine auction for some good cause, given to a museum, or used as a vehicle for a fund-raiser. You could always have a wine tasting with the wine in a brown bag, and have your attendants guess all about its traits and heritage. Of course you could always take it down to skid row and pass it

around, or throw it away because you dislike wine, or for that matter are either a prohibitionist or have moral convictions against its

use. One contributor informed me that to him wine is a sensual medium and should be enjoyed

Please turn to page 54

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—Maynard A. Amerine, emeritus professor, University of California.

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What do you do with a bottle of wine?

Continued from page 53.

with a sensuous willing partner! How 'bout that?

On the practical side (if one chooses not to drink it) one must then place it safely for the future, near or distant, depending on the bottle of wine. So, What Do You Do With A Bottle Of Wine? . . .

MOST WINE authorities will establish rules, regulations, and parameters that guide your decisions as just how to safely reserve its proper presentation to the palate. Is it red or white? What grape genetics does it have, how is the tannin, or the acid, or the this, or the that; and if so or not does it mean longer or shorter time of hibernation? Let the rule-makers supply the advice on this, and let's think about what to do and where to do it when we can't follow the rules completely.

I am reminded of the story of the wine authority who passed on information as to proper storage and/or "un"-storage of wines. Once the student determined that the wine was a good value, and was still too young to drink, he ran immediately to his or her nearest

purveyor of wine goodies and purchased a whole case of 12 bottles of this sometime to be a super-nectar, hoping it to be in the not too distant future. This case of wine was then "laid-down" in proper storage with a note to try a bottle in March 1975. One follows the rules and in March of 1975 a bottle was removed and sampled (and finished). The decision was that the wine had too much of this, (or that) and a new note to sample it in November 1976 was chronicled. Now 76 proves again to be too soon, and so the story goes that when the wine was determined to be ready to drink at its peak, bottle number 12 had just been used for the determination. The beautiful elixir of the wine had been tried too often, too soon.

Proper storage of wines can be accomplished very simply, or very elaborately, depending on the sophisticated desires, the pocketbook, and the physical availability. They say (the wine experts) that wine should be stored at cellar temperature. Not having a cellar, one might know what the temperature should be. Certainly a cellar in Haiti would be a rather warm place as would

one on a glacier be rather coooold!

The accepted general rule for the so-called ideal cellar temperature is around 50 degrees Fahrenheit. However, a much more critical factor is the variation of temperature. Having lived in Hawaii and participated in the wine industry there I found it interesting to learn that (relative to wine storage) the low temperature range was in the mid 70's and the mean range around 78-80 (without special controls). Most people, stores, restaurants and wine merchants maintained their wines at these temperatures without appreciable damage.

True, cooler ranges would have insured better wines over the long run, but by placing the wine in the refrigerator for about half an hour before serving red wines, and longer for the whites, they were quite enjoyable. The higher the storage temperature, the shorter the life span of the wine. There is always the situation of having some too young wines approach maturity more quickly in warmer ranges. My advice to the Hawaiian wine lover without special facilities for storage was to find a dark closet and store his wine as close to the floor as possible.

THIS SAME reasoning could certainly apply here in Sonoma where our summer temperatures climb over 100 degrees and drop below 20 degrees in the winter. There is probably a 100 degree variance over the year. If wines are subjected to continuous large variances over the year, they will get sick, spoil, and lose their fine qualities. I am sure that all of us would end up with severe colds if we kept changing our climatic environment as radically as that. Since wines are a living product, their health is going to be adversely affected by such changes. The closet or basement (if you have one) where it is dark, will tend to remain more constant in that it will neither cool down nor heat up as much as its surroundings, especially if its doors remain closed. At 70-75 degrees constant temperature, with only a few degrees total variation over the storage period, the wines will keep fairly well. If the temperature can be maintained lower, as far down as 58-60 degrees, the ultimate in storage is approached.

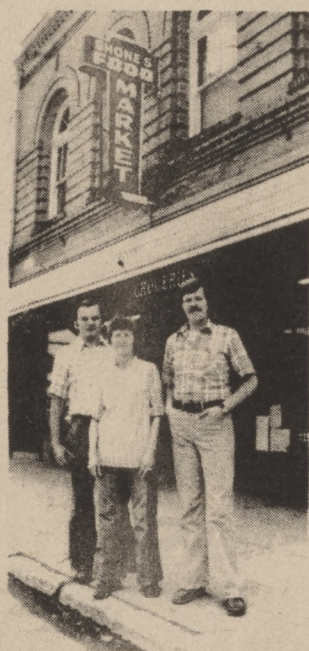
Some of you might have many bottles of wine and too little storage space to accommodate

Please turn to page 55



Deliveries being made at the market, early 1930's.

This I.O.O.F. building replaced another in the same location; fire destroyed the first structure in 1910.



Shone's today: Carl Michalowski, Marge Wilson, Jim Crummie

Shone's of Sonoma

Since the above I.O.O.F. building was erected in 1914, the downstairs portion has functioned as a food market and butcher shop. Over the years local ranchers could talk about the weather while munching crackers and pickles from the barrels in Jim Weem's Grocery. Sonoma historian Reuben Woodworth recalls that around 1904 "it was a friendly place." A wheel of cheese was always available on the counter, with a knife for customers to help themselves. Reuben remembers being sent to Weem's to buy a loaf of bread for his mother—price, five cents.

Bordstom & Nordstom's market followed, and dry goods were sold on one side of the store, groceries on another.

Gottenberg's Market took in eggs from local customers and cartoned and sold them in San Francisco. Local realtor Louie Minelli remembers delivering produce daily to Gottenberg's. A photo taken of him in the old store is presently on Shone's wall.

In ensuing years the name has changed to Irby's, Ascherman's, then Shone's when Don and Anita Shone operated the market for 18 years.

Since 1976 the present owners of Shone's, Jim Crummie and Carl Michalowski, have expanded to include a delicatessen and sandwich shop; they also offer catering and fresh meats. Home deliveries have been a free feature of the store for years and still continues today. The small town flavor of a little grocery store persists at Shone's.

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What do you do with a bottle of wine?

Continued from page 54

them, especially if you are an apartment dweller or live in a multi-unit town house or condominium complex. Many of our Sonoma houses do not have a basement or garage, and the carpet is not an adequate or safe storage facility. So, What Do You Do With A Bottle Of Wine?" . . . (one that you wish to, but have no place to store, that is).

Maybe your mother-in-law has an old storm cellar she is not using, or one of your friends has an extra closet. This can be both good and bad! What if Mom lives in Pocatello, Idaho and you live in Sonoma?, or if your friend likes wine and continually runs out of his own? . . . or you forget to get the wine and your guests are arriving now. Of course, mom might live just next door, and your friend does not like wine, doesn't spend much time at home and has left you a key. Well, not very likely but then, one never knows, does one? Of course there are many other solutions for off-premises storage. The ground rules become very important.

Where can you store them that is handy for you? Your wine merchant may let you leave it at his place of business for a reasonable time. Be sure you have paid him

for it, and that he can keep it secure for you. You might find some room at your office or business place, or you can rent one of those new "mini-storage" warehouse spaces that are springing up all around us. These have adequate space, but might be very hazardous as far as temperature control, vibration, and security. I would think that they are probably far too large for the average person's 12-15 cases of wine, and the cost of rental fee could be far too great to justify its use for wine storage.

In San Francisco there are three, as close to ideal, wine storage centers that I know of: Connoisseur Wine Imports at 462 Bryant Street (415) 433-0825, John Walker & Co. 111 Montgomery Street, (415) 986-2707, and Caravansary Wine Cellars, 410 Townsend Street, (415) 777-5591).

Connoisseur has two locker sizes, one for 50 cases at \$75 per six months, and 100 case storage for \$150 six months. Unfortunately, at present there is a waiting list of about 15 people for the smaller units, and a little less for the large lockers. The person interviewed informed me that there was not much of a turnover in renters, and it might be some

time before there would be any available.

John Walker has only open storage in a non-locker arrangement wherein you can store wines by the case \$5 per year. You are restricted to the full case in, the

full case out, each time. You are allowed to substitute one case for another during the period without additional charge.

Caravansary has many sizes of

Please turn to page 56



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Dutch specializes in consulting services for investors. Besides providing the usual Real Estate services, he is a member of the "Sacramento Exchangers, the Central Valley Marketing and Exchange Group, and the Peninsula Traders and Exchangers. Dutch is also a member of International Exchangers with clients from Europe for which he has acquired and invested in Real Estate as far east as Florida. Jack London Realty assists in Estate Building and Planning in close cooperation with clients, CPA's and/or Tax Attorneys. A member of MLS, call for personalized service — 996-5282 by appointment.

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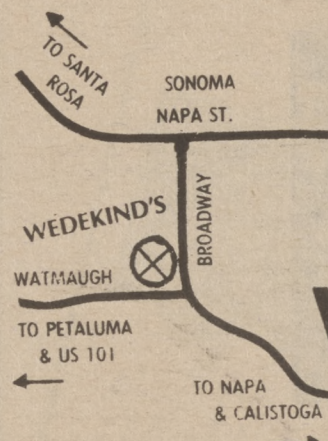
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Wine and your health - - a symposium

New research on the various roles of wine and health will be presented at a fifth medical symposium to be held November 13 and 14 at the University of California Medical Center in San Fran-

cisco. The Symposium will provide a scientific forum for interdisciplinary research featuring 13 presentations by a distinguished national faculty of scientists and researchers.

The program is designed to assist physicians and other health practitioners in acquiring information on the current medical, legal and biochemical aspects of the consumption of wine and other alcoholic beverages.

Of particular interest will be reports on new research about the role of wine and lipoproteins and cardiac mortality, and a report on the possibility of allergic reactions associated with wine.

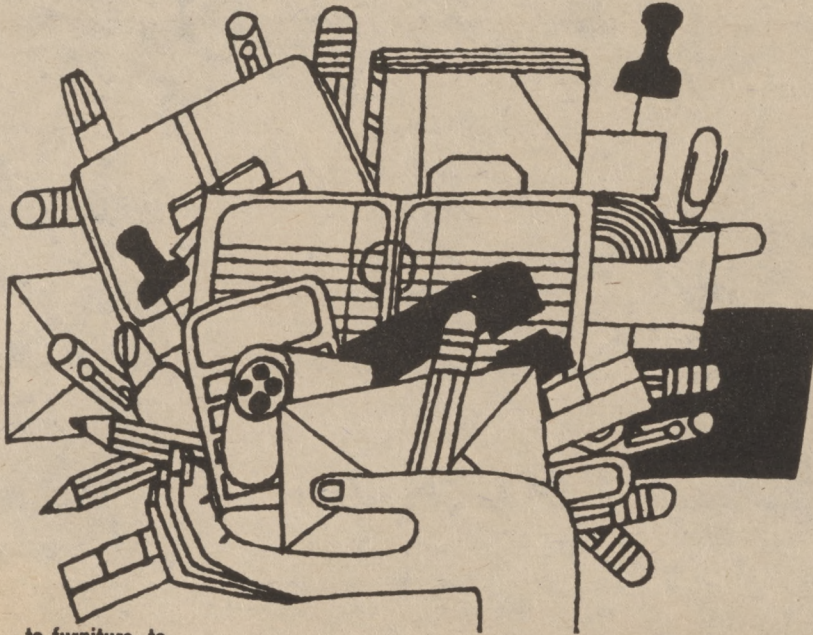
OTHER TOPICS to be addressed include understanding the role of alcoholic beverages,

particularly wine, in diabetes, drug interactions, nutrition, pregnancy, neurologic reactions and geriatrics.

Registration fee for the two-day event is \$125, which includes all lectures, wine tasting and banquet functions.

The program chairman is Hilliard J. Katz, M.D., Clinical Professor of Medicine, University of California at San Francisco. The Symposium is jointly sponsored by the University of California at San Francisco, The Society of Medical Friends of Wine and Wine Institute. For further information, contact Patricia Schneider, Wine Institute (415)986-0878.

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What do you do with a bottle of wine?

Continued from page 55

lockers from 10-15 case capacity up to several hundred. All are individually locked, and you can rent them in multiple sizes of 10-15 case capacity starting at \$5 per month on a six month program. Sizes are available in 25 cs, 35-40 cs, 50 cs, etc. You may visit your locker as often as you choose and add or withdraw any amount your locker will accommodate.

All three have relatively good storage conditions of vibration free, cool dark areas with adequate security.

THE TEMPERATURE in all of them are for the most part very stable and have very little range variance during the year. This is maintained by some through the natural physical features of the storage area, or by mechanical means where necessary. Wines may be purchased from all of them, or shipped to your locker from any outside source you choose.

Sooo . . . What Do You Do With A Bottle Of Wine? All of the above. But most of all, let's drink it!

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Vintage vs. non-vintage

Some ideas on how to clear up the confusion

Vintage-dated wines have taken on some kind of mystique in this country, as if printing the year of the harvest on the label makes the wine somehow better. And keep in mind that a vintage date is nothing more than a wine's birthday.

The fact is that talented winemakers with a knack for

Blending has become a "dirty" word, because of the image of blending as it's often employed in conjunction with inexpensive jug wines, wherein "cheap," lesser grape varieties are used to stretch the best varietals.

Blending vintages has absolutely nothing to do with blending wines made from different grape varieties, but let me add that even that practice can make a wine better.

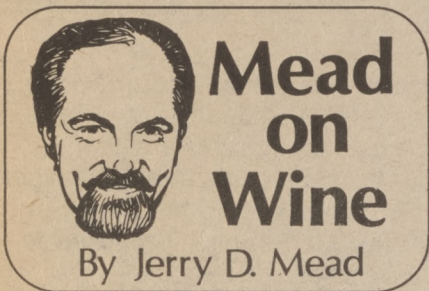
ALL FRENCH BORDEAUX are such blends, usually containing some Cabernet Sauvignon, but with major percentages of Merlot, Cabernet Franc and several other varieties. And these are among the most expensive wines in the world.

For some reason, California has evolved a philosophy that 100 percent of a single varietal or vintage is better. It just ain't necessarily so.

The only real disadvantage to a wine without a vintage date is that the consumer is never sure they're buying exactly the same wine on their next visit to the wine shop.

blending the wines of various years can often come up with a superior wine in the process. The weakness of one harvest when complemented by an appropriate strength from a different year can often offer a wine superior to either one of the separate entities.

But there are few non-vintage wines, these days, at least in the premium table wine market, and there are several reasons.



For at least five years now I have been editorializing for a policy that would solve this problem by giving consumers more information and thereby enhance the image of non-vintage wines.

The suggestion is really very

simple. Permit winemakers to label the wine with more than one vintage to reflect the years involved in the blend. For example, a wine produced from grapes grown during the 1979 harvest and others

Please turn to page 58

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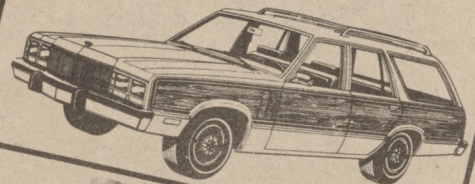
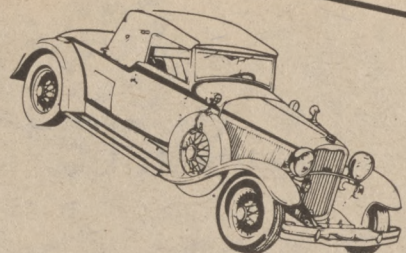
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Sonomans make it easy with their new kit

You can become a wine connoisseur

By JACKIE KRAMER

Ever wished you could master the secrets of professional wine tasting, roll a sip of the best cabernet sauvignon over your tongue, and really know what it is you like or don't like about it?

Three enterprising Sonomans, Rich Lemmon, Paul Hessinger and Dave Meeks, now make it possible for everyone to discover what it is they like in wines—and why.

The trio have developed the One-Hour Wine Connoisseur kit, complete with equipment for component tasting for four

people, that is marketed in the \$20 price range.

Locally, it is available at Buena Vista Winery, the Cheese Factory, Pip's, Plaza Liquors, and Hacienda Wine Cellars.

"ALL YOUR LIFE you've been training your other senses to tell you what's pleasing," Lemmon said. "Then, when you get into wines, you may know what you like, but you don't really know why."

Please turn to page 59

Vintage vs. non-vintage

Continued from page 57

from the 1980 harvest would show a 79-80 date on the label.

As simple as it sounds it hasn't been possible because to do so would have been in violation of a Bureau of Alcohol, Tobacco and Firearms regulation.

WHEN I RAISED the question to ATF officials over the years, I was told that such labeling was not only illegal, but would probably not ever be permitted because it was felt that this truthful information might somehow confuse consumers. I was never told exactly how this confusion would be created.

While I can't remember the last time I said something positive

about the federal bureaucracy, the ATF is evidently not as inflexible as I thought. At any rate, ATF has announced its intention to permit exactly the kind of multi-vintage labelling I proposed way back when.

There are a few extra requirements, such as the exact percentages from each year must be stated on the label, and the total percentage from any vintages named on the label must add up to 100 percent.

Public comment is called for through November 3, 1981. If you wish to put in your two cents worth, write to: Regulations & Procedures, ATF, P.O. Box 385, Washington, D.C. 20044.

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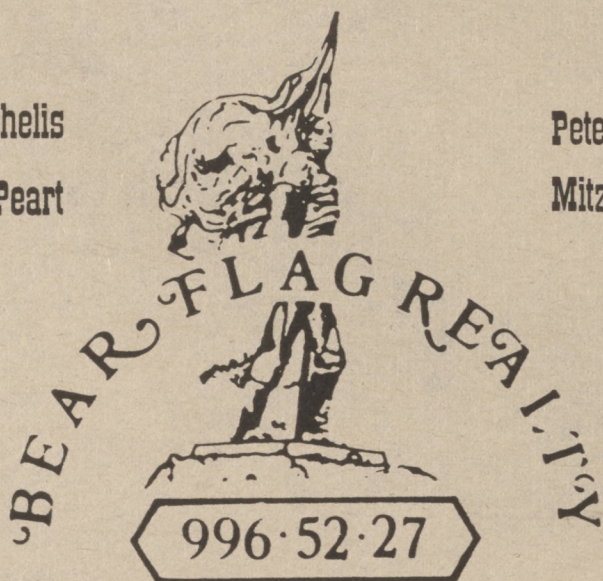
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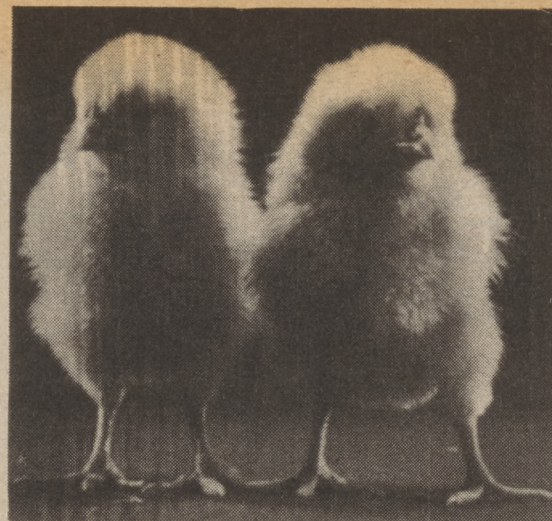
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You can become a wine connoisseur

Continued from page 58

"We know that if you like wine, it's usually because of one of these four elements--acidity, tannin, sulfur dioxide and sugar.

"We decided that if you break down wines into common denominators, people could experience these elements in an objective way and develop a sensory memory for these components," Lemmon explained.

The kit was a locally designed product almost all the way, with printing done by Century Printing, label design by Sonoma calligrapher Robert Berner, and cassette tape background music performed by valley classical guitarist Peter Greenwood. Lemmon narrates the 45-minute tape.

EVERYTHING for component tasting for four except the wine (dry, white) itself is provided in the kit, including pencils to mark your journal, and

napkins to blot a drop of wine gone astray.

The cassette provides instructions, plus information on viticulture, fermentation and enology. Using the kit, you'll learn to detect sugar, acids and tannin in the body of wines, and achieve an objective basis for evaluating, comparing and selecting wines.

"You'll know what you like, why you like it, and how to select the wines you want," Lemmon promises.

California WineXperts, the firm comprising Lemmon, Hessinger and Meeks, already have outlets for their kits in eight states, and envision nationwide distribution at some time in the future.

For a look at what an actual component tasting evening was like for this reporter and friends, see the article elsewhere in this section.



Photo by Jackie Kramer

PACKING THEIR One-Hour Connoisseur kits for marketing are California WineXperts entrepreneurs Rich Lemmon (foreground), and Dave Meeks. Paul Hessinger is not pictured. The kits will help people discover what they like about wine -- and why.

The value of grapes

What is the retail value of California grapes and grape products in the U.S. market? The Commerce Department has released a figure of 5.71 billion

dollars. Most of it is in wine. Last year, wine at retail was worth \$3.56 billion, up about \$2 billion from previous estimates.

Dessert Booth at Festival

One of the special booths at the Vintage Festival this year is the dessert booth, open on both Saturday and Sunday, September 26-27.

On Saturday, the Lioness

Club will staff the booth, and on Sunday, it will be operated by members of the Church of Jesus Christ of Latter Day Saints.

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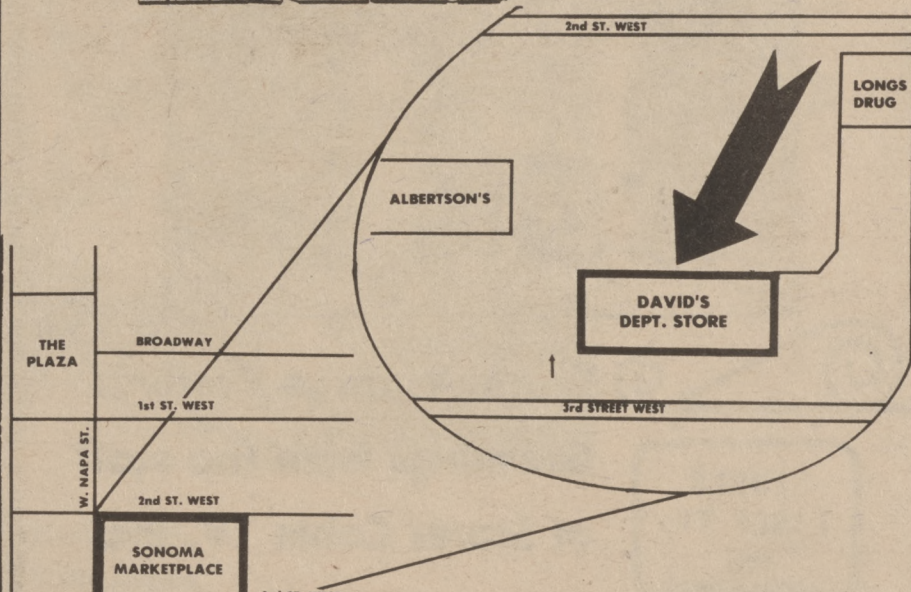
"Across from the Mission"

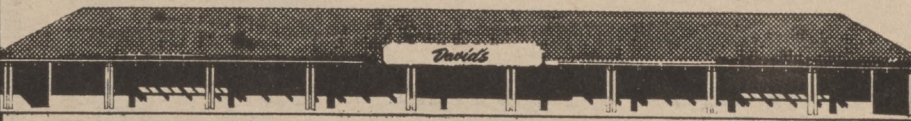
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How knowledgeable is the general public regarding wines?

How interested or knowledgeable is the general public regarding wine labels? Or about wine itself? Not very if one is to believe the London Observer. It published results of a poll of 12,000 Frenchmen -- supposedly the most keenly aware of all wine drinkers.

1) Half the Frenchmen are teetotalers, or else dilute their wine half-and-half with water;

2) Connoisseurs appear to be rare, perhaps non-existent. One official, Jean-Yves Huguot, who conducted the poll, disclosed: "We found that the French have as much trouble as foreigners in understanding the label of a wine bottle. Only six percent could name a chateau wine";

3) Among those who didn't drink, 15 percent said they stayed away because of their health. But another 35 percent said they disliked the taste. The rest surveyed were fearful of alcoholism.



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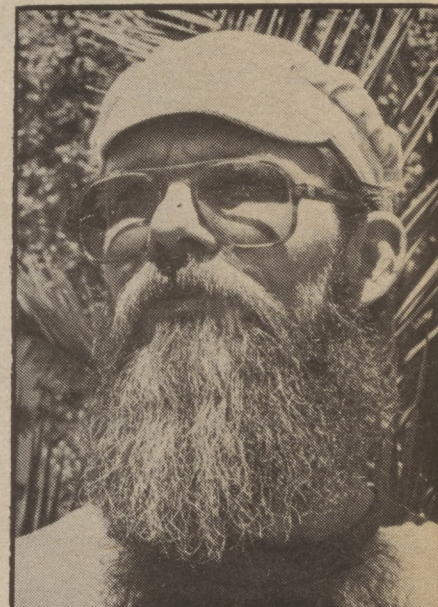
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What do you like most about winetasting in Sonoma Valley?



ALASDAIR SUTHERLAND, market specialist, Hong Kong: "Having grown up drinking German and French wine, I'm particularly interested to see and taste what is happening in California."



DOUG THAEMERT, carriage smith, Patagonia, Arizona: "I like the fact that you can walk right into the winery that makes it (wine) and then have someone explain about it."

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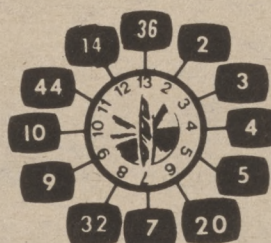


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What do you like most about winetasting in Sonoma Valley?

Continued from page 60



GARY JOHNSON, accountant, Oakland: "I like the opportunity to taste a lot of different types of wines." Charlene Bridgwaters, nurse, Los Angeles: "I just like wine."



KIM WATSON, data processing manager, Cupertino: "I like the intimate atmosphere of Sonoma's wineries. It's like being in someone's home . . . it adds to the whole flavor of wine tasting."

DAVID MERTA, History teacher, Cupertino: "I like the older buildings and architecture of the wineries in Sonoma. They're quainter than those in Napa."

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What do you like most about winetasting in Sonoma Valley?




MAUREEN KLEIN (l) is restaurant hostess, Sonoma: "Sonoma is much prettier than Napa. There is more history. And the area is more scenic and has less people . . . people haven't discovered it as much as Napa."

CATHY CRABB, special education teacher, Chico: "One thing I find pleasing is the architecture of the buildings. And that is lacking in other areas. It's picturesque."




Dance Troup returns

"The Eye of the Pyramid," an international dance troupe which specializes in over 14 dance styles, returns to the Vintage Festival on Sunday, September 27 at 1 p.m. The troupe will be performing in the northwest corner of the plaza with dances from Brazil, Hawaii, Polynesia, Tahiti, India and Middle Eastern countries. There are 17 dancers and seven musicians involved in "Eye of the Pyramid."



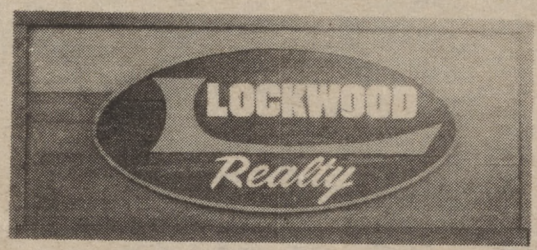
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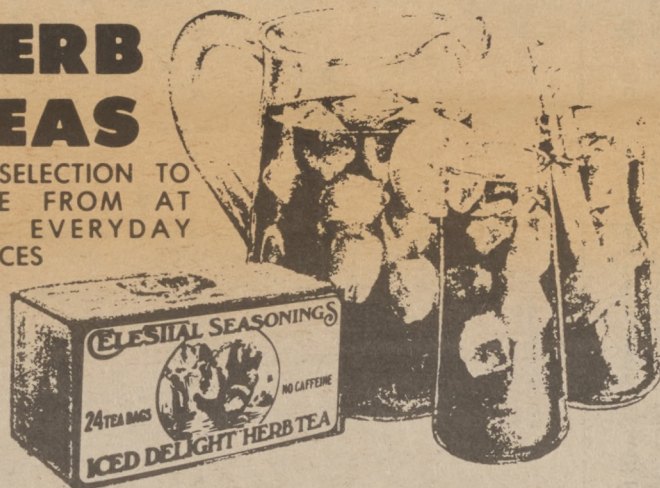
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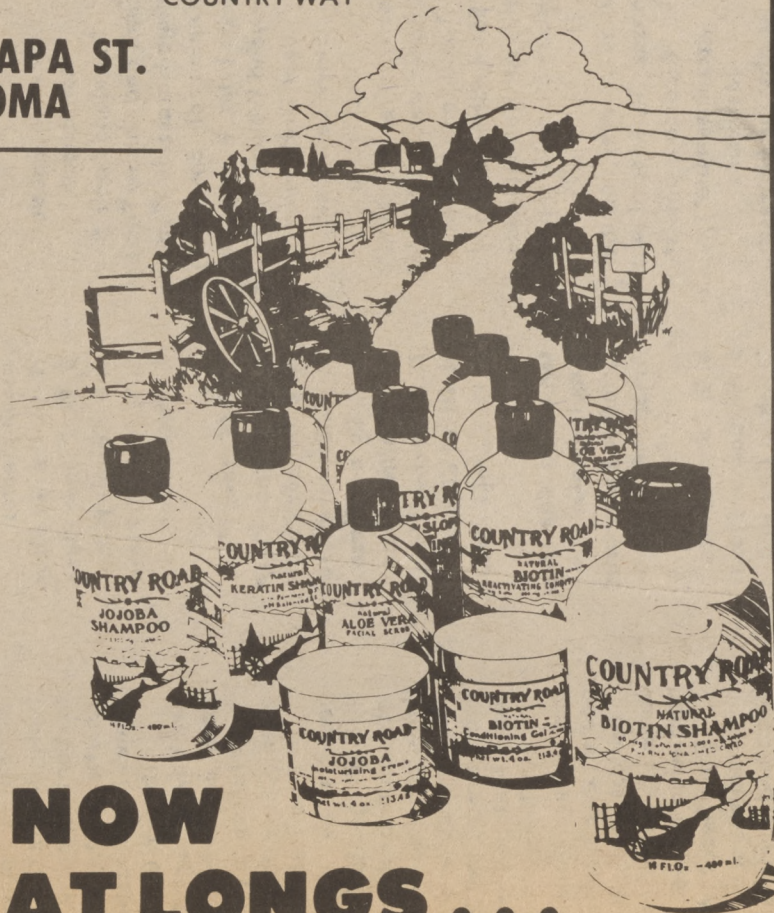
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Patron Wine Tasting

The Barracks

Saturday, September 26

10:00 a.m.

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John Lytle, Harmonica*
Kenwood Whistle Stompers

1:30 p.m.
1:50 - 2:10 p.m.

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Steve Sedberry*

2:00 - 4:00 p.m.
2:15 - 3:00 p.m.
2:30 p.m.
3:00 - 4:00 p.m.

Country-Western Band**
Sonoma Valley Chorale#
Tombstone Express
561st Air Force Band
(Calif. Air National Guard)

3:15 p.m.

Grape Stompin' contest

3:45 p.m. - 5:45 p.m.

Rudy Downey and the
Kansas City Special with
Ed Wilderson, bassist

4:00 - 6:00 p.m.
4:05 - 4:25 p.m.

Jazz Ensemble**
Jazzercise

4:30 - 6:00 p.m.

Tombstone Express
Helen Mead &
Tom Caldwell*

6:00 - 7:30 p.m.

Shakespeare in
the Vineyard

35th annual

Valley of the Moon

Vintage Festival

Supplement to

The Sonoma Index & Tribune

Notes: Additional unscheduled performances will be given by a number of musicians on both Saturday and Sunday. Check the Information Booth at the Plaza Center for times and locations. Some of those musicians include Steve Sedberry, guitar; John Lytle, harmonica; William and Shirley Forshay, guitar; John Lytle, harmonica; Mantichorus, performing music from Renaissance to Contemporary; Peter Greenwood, classical guitar; Juliette Scott, soprano with Sharon Falvey, piano; Mrs. James P. Duchscherer and Virginia Stahl, sopranos.

*These musicians will be performing throughout the two-day festival. Check the Information Booth for other times and locations.

#Tentatively scheduled at the printing of this program. Check the Information Booth for time update.

**The instrumental music for this event is made possible by the Recording Companies of America through the Music Performance Trust Fund, a public service organization created under agreement with the American Federation of Musicians. The grant for this performance was obtained with the cooperation of the Santa Rosa Local 292, A.F. of M. and the Valley of the Moon Vintage Festival Association, Inc.

***There will be music at the Mission, the Barracks, and General Vallejo's Home from 11:30 a.m. on Saturday and all day Sunday. A ticket purchased at one of these historical sites will admit the bearer to the others on that same day. The Toscana Hotel will also have music and admission is free.

The Depot Museum is Sonoma's latest major historical attraction. It is located one block north of the Plaza and stretches from First st. east to First st. west. There will be music at the Gazebo in the Depot Park most of the time. Inquire at the Information Booth about the music schedule and possible transportation to the site.

Sunday, September 27

8:00 a.m.

4th Annual Vintage Run

10:00 a.m.

Seven Flags of Sonoma
Pageant by Ruth Akin

11:00 a.m.

Neo-Duncan Dancers

11:00 a.m.
12:00 p.m.

Dance-ergetics #
Grape Stompin'

12:00 - 2:00 p.m.

Zayra—Belly Dancer
Workshop for everyone

12:00 p.m.

Tombstone Express

12:00 - 1:30 p.m.

The New Plankton

12:00 - 2:00 p.m.
12:45 - 1:15 p.m.

Dixieland Band**
Dancergetics

1:00 p.m.

Eye of the Pyramid
(Middle Eastern Folk Dancing)

1:00 p.m.
1:30 p.m.

Vallejo-Haraszthy Wedding
Jane and Hoyle

2:00 p.m.

Vintage Festival Parade

2:00 - 4:00 p.m.

Sonoma County Concert
Band**

3:00 p.m.

Peter Greenwood, classical
guitarist*

3:00 - 5:00 p.m.

Zayra's Belly Dancers

3:00 - 4:00 p.m.
3:00 - 6:00 p.m.

Greco Accordion Ensemble
June Schaal and the
International Folk Dancers

3:00 p.m.

Something' Special

3:30 p.m.

Firemen's Water Fight

4:00 - 6:00 p.m.

Schellville Southside
Blues Band

4:00 - 5:00 p.m.

Los Ritmicos**

4:30 p.m.

Helen Mead &
Tom Caldwell

Sebastiani Vineyards
parking lot

Trinity Episcopal
Church
(275 E. Spain st.)

Grinstead Memorial
Amphitheater

S. W. Corner Plaza
Grinstead Memorial
Amphitheater

Rose Garden Area

North of City Hall

S. W. Corner Plaza

S. E. Corner Plaza
Grinstead Memorial
Amphitheater

N. W. Corner Plaza

At the Mission

Grinstead Memorial
Amphitheater

E., S. and W. side of
Plaza and First st.
west to Depot

Museum

S. W. Corner Plaza

At the Mission

Rose Garden Area

N. E. Corner Plaza
N. W. Corner Plaza

S. E. Corner Plaza

Spain st., north side
of Plaza

Grinstead Memorial
Amphitheater

S. E. Corner Plaza

S. E. Corner Plaza

